

# Greening of Consumer Products

an Allen Matkins  
market intelligence  
publication

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## **California launches wiki to formulate 'green chemicals' laws**

*Sacramento Business Journal - Jan 26*

California's Department of Toxic Substances Control is putting together a wiki to get input on how to move ahead with regulating the state's Green Chemistry laws. The laws, passed in September, require the DTSC to develop a comprehensive way to assess potential chemical hazards and find safer alternatives.

## **China's paint and coating industry grows with greener product**

*GreenBiz - Jan 21*

The Chinese paints and coating industry was not hit by the worldwide economic downturn until September last year, and it's expected to recover by early next year with the help of greener products, according to market research from Frost & Sullivan. China, which is the world's second largest paints and coating market after the U.S., saw overseas orders decrease by more than 20 percent, and the growth in domestic demand slowed as well. The market share for green paints and cleaners - those that use fewer or no harsh chemicals or can help achieve resource efficiency - are expected to see high growth from now until 2011, in spite of the economy. Output for the overall Chinese paints and coating industry is expected to start seeing double digit growth rates again in 2010.

## **Mercury contamination reported in high-fructose corn syrup products**

*BevNet - Jan 28*

Two studies report finding detectable levels of mercury in nine of 20 commercial sources of high-fructose corn syrup and in nearly a third of 55 brand-name foods, particularly in dairy products, dressings and condiments containing the corn syrup. Caustic soda, used to produce the syrup, is believed to be the source of the contamination, and the researchers are calling for action to better prevent mercury contamination. The Chlorine Institute issued a statement saying that food-grade caustic soda must abide by a maximum mercury content defined by international food safety standards.

## **Green products the 'sweet spot' for spending during downturn: report**

*GreenBiz - Jan 26*

According to The Hartman Group's latest report, "Sustainability: The Rise of Consumer Responsibility," more than 88 percent of consumers surveyed said they engage in what the researchers described as sustainable behavior. This comes despite the fact that consumers have dialed back their spending in a big way. The such behavior broadly takes in considerations including packaging, recycling, how a product was made, how workers were treated in the process and community issues. "During

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**Eileen M. Nottoli**  
Editor

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these tough economic times, sustainable products create that 'sweet spot' that make consumers more optimistic about the choices they are making," Alison Worthington, Hartman Group managing director of sustainability, said in a statement.

### **The greenwashing effect: Americans are becoming eco-cynical**

*E-Commerce Times - Jan 29*

Brand owners who think green marketing will help them sell more products might want to explore other options as well. American consumers have been inundated with "green" this and "eco" that to the point at which they are throwing up their hands in confusion. Unlike in the European Community, the United States has yet to adopt national standards for what properly can be categorized as "eco-friendly" or "green." This lack of certainty or "certification" undermines consumer willingness to invest more in products that claim to be "earth-friendly" or "green."

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