



**Testimony of Kate Jakubas, Founder, Meliora Cleaning Products
before the New York State Joint Committee on Environmental Conservation
In Support of the Packaging Reduction and Recycling Infrastructure Act
[A5322A](#)/Assemblymember Glick)/[S4246A](#)/Senator Harckham,**

October 24, 2023

Thank you for the opportunity to offer testimony on A5322A/S4246A, the Packaging Reduction and Recycling Infrastructure Act.

SECTION I: INTRODUCTION

My company was founded in order to make better products – using better, safer lower impact ingredients and also using better, safer, and lower impact packaging. Since 2013 we have made products in our own factories in Chicago while pursuing a ‘triple bottom line’ approach to business: considering People, Planet, and Profit in our decisions. We ship product to brick and mortar stores in New York State, and we also sell products and ship them directly to New York consumers via ecommerce.

SECTION II: WHY THIS BILL IS IMPORTANT TO US

We strive to be a responsible business that takes ownership of the life cycle of our products, including packaging. We would gladly cover the cost of the end of life of all the products we sell and we have already demonstrated significant strides towards lowering the impact of our packaging, at our own direct cost. We do not use any single-use plastic in our products, and we do use more costly packaging such as cardboard, reusable plastic buckets, etc. If other businesses adopted similar approaches, our business would become more competitive by evening the playing field. We believe that for-profit businesses SHOULD be responsible for the end of life of the packaging they create and we look forward to an economy where this is true for all businesses, not just those that opt in voluntarily.

SECTION III: WHY THIS BILL IS REALISTIC AND ACHEIVABLE FOR BUSINESS

Of every 3 products we ship to consumers in New York, 2 of them are already sold in a refill-and-reuse format. Our business is small but profitable and continues to scale – these practices are already happening. Therefore they are doable at scale and as part of a profitable and thriving business sector. If we can do it, other businesses can, too.

SECTION IV: WHY THIS BILL IS GOOD FOR NEW YORK

New York state has traditionally been a center for innovation in various sectors and industries. By being a leader in implementing packaging reduction, New York will attract new models of business and demonstrate to the rest of the USA as well as the world what can be done when businesses take responsibility for the products they create. We are excited for the possibilities.

Thank you for your attention to this important issue. I look forward to working with you to get A5322A/S4246A, the Packaging Reduction and Recycling Infrastructure Act passed in the 2024 legislative session.

Sincerely,
Kate Jakubas
Founder, Meliora Cleaning Products