

**UNITED STATES OF AMERICA
BEFORE THE FEDERAL TRADE COMMISSION**

COMMISSIONERS: **Edith Ramirez, Chairwoman**
 Julie Brill
 Maureen K. Ohlhausen
 Joshua D. Wright
 Terrell McSweeney

_____)
In the Matter of)
)
ECM BioFilms, Inc.,) **Docket No. 9358**
a corporation, also d/b/a)
Enviroplastics International) **PUBLIC**
)
_____)

**COMPLAINT COUNSEL’S COMPILATION OF MATERIALS
TO FACILATE ORAL ARGUMENT PRESENTATION**

Jessica L. Rich
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Frank Gorman
Assistant Director

Counsel Supporting the Complaint

Dated: May 7, 2015

Pursuant to the Commission's April 14, 2015, Order Scheduling Oral Argument, Complaint Counsel submits the following electronic compilation of materials, which contains only public information that is already in the record of the proceeding.

Respectfully Submitted,

/s/ Katherine Johnson





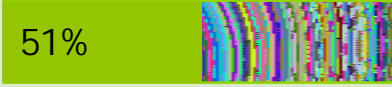












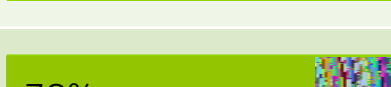
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Survey/Question	1 Year or Less	5 Years or Less
APCO (CCX-860 at 53 (Appendix D))		
Q4: If a package is labeled "biodegradable," what should be the maximum amount of time that it should take for that package to decompose?	60% 	65% 
Google Consumer Surveys (CCX-860 at 27 (Appendix A))		
(1A) If a package is labeled "biodegradable," how long will it take to decompose?	53% 	71% 
(1B) If a package is labeled "biodegradable," how long will it take to biodegrade?	51% 	70% 
(1C) If a package is labeled "biodegradable," how long will it take to degrade?	53% 	71% 
(1D) How much time do you think it would take a biodegradable product to biodegrade?	47% 	66% 
(1E) How much time would it take a biodegradable product to biodegrade?	50% 	71% 
(1F) How much time would it take a biodegradable product to biodegrade in a landfill?	42% 	70% 
(1G) If a package is labeled "biodegradable," what should be the maximum amount of time that it should take for that package to decompose?	74% 	89% 
(1H) If a package is labeled "biodegradable," what would be the maximum amount of time that it would take for that package to decompose?	60% 	79% 

Survey/Question	Less Than 1 Year	1 to 5 Years	5 Years or Less
Close-ended (Generic Package)			
If a package is labeled "biodegradable," what should be the maximum amount of time that it should take for that package to decompose?			
APCO (Q4)	34%	31%	65%
Google Consumer Survey (1K)	37%	17%	54%
Respondent's Survey (No Product or Package Specified)			
If something is biodegradable, how long do you think it would take for it to decompose or decay? (Q4: RX-846 at 20-21)			
Totals out of 206 (Stewart Tr. 2788-2793)	24%	34%	58%
Totals out of 400	12%	18%	30%

