



CLEANR Inc.

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Suite 708  
Cleveland, OH 44106

February 14th, 2025

Subject: SUPPORT for Senate Bill 526 – Ensuring Microplastic-Free Water in Oregon

Dear Chair Sollman and Committee Members,

CLEANR is writing to express our strong support for SB 526, which mandates microplastic filters in washing machines by 2030. Microplastic pollution is not only an environmental issue but also an urgent health crisis. Scientists have found microplastics in the human brain, blood, heart, and other vital organs. Microplastics have been linked to cancer, genetic damage, heart attacks, neurological disorders, and more. While some have expressed concerns about the feasibility of this bill's requirements, we want to assure you that the technology is already here. At CLEANR, we have developed an advanced microplastic filtration solution that is ready for market, fully certified, and already in consumers' homes today. Our filter provides an effective, user-friendly (easy to use, flexible placement options, digitally enabled, aesthetic), and cost-efficient way to prevent microplastic pollution at the source, making SB 526 a practical and necessary step toward protecting Oregon's water, environment, and public health.

**CLEANR's External Filtration Solution Overview Video:**

<https://youtu.be/FxbghR4R2NI>



## 1. Filter Effectiveness & Impact

CLEANR's microplastic filter captures over 90% of microplastic fibers shed during a typical wash cycle, down to 50-microns in size, preventing millions of plastic fibers from entering waterways. Featuring durable stainless-steel mesh and self-cleaning biomimicry technology (VORTX), the CLEANR Filter is built to last and to play a vital role in preventing microplastic pollution. Given Oregon's population, this solution can significantly reduce the state's microfiber output and its harmful effects on aquatic ecosystems and public health.



## 2. Consumer Experience

Our filter is designed for seamless consumer use. The installation is straightforward, and early adopters have provided overwhelmingly positive feedback on the filter's ease of use and effectiveness.

Importantly, our filter does not require direct interaction with the microplastics. The CLEANR Pod, a collection unit within the filter, securely captures the microplastics separated by our VORTX. The consumer is alerted via filter LEDs and connectable phone App to replace a small capture unit every 5 loads. This process takes less than 30 seconds, making it simpler than cleaning out the lint filter of a dryer. The CLEANR Pod is designed for minimal exposure to the microplastics themselves, which ensures a clean and safe experience for all users.



## 3. Filter Readiness for Market

This is not future technology—CLEANR's filter is ready for market now and is currently in use across the US. It has passed all necessary including UL, CSA, CE, FCC, IEC, RoHS, REACH, ensuring compliance with industry and regulatory standards. Consumers across the US have already successfully implemented this solution, demonstrating that the market is eager for a broader rollout. The filter is compatible with all washing machine makes and models. Beyond the external filter, CLEANR can also provide an integrated filtration solution to fit seamlessly inside existing washing machine models.

## 4. Consumer Implementations and Reactions

Consumers who have used the CLEANR filter report a smooth, hassle-free experience when installing and using the CLEANR Filter. They report running their laundry like normal, secure in the knowledge that the CLEANR Filter is effectively preventing harmful microplastics from entering our environment. Users report feeling less guilty about the environmental impact of doing laundry. Many have shared that using the filter reduces their environmental guilt and aligns with their sustainability values without changing their daily habits. The transition to microplastic filtration has been effortless, with no reported disruptions to regular washing routines.



## 5. Cost & Water Efficiency

Our solution is designed to be cost-effective for both manufacturers and consumers. The filter is affordable and long-lasting. After a one-time purchase, the maintenance cost is only the cost of new pods which would total up to less than \$60 a year/ are less than \$1 per pod. Additionally, CLEANR's microplastic filter does not increase water consumption as it runs. This will ensure maximum cost savings and no water waste for consumers. This makes the implementation of SB 526 an environmentally responsible and economically feasible policy.

## Closing Remarks

We urge you to support SB 526 and ensure Oregon remains at the forefront of environmental leadership. The main hesitations from the opposing side have centered around the concern that solutions are not readily available, but we are here to say that the technology to reduce microplastic pollution is available now. This bill provides a clear and achievable pathway for manufacturers and consumers alike. By passing SB 526, Oregon's leadership can set an example for the rest of the nation in protecting our water, ecosystems, and health.

I would welcome the opportunity to discuss this further and provide any additional information. Please feel free to contact me at [max.pennington@cleanr.life](mailto:max.pennington@cleanr.life) or +1 (513) 426-4225 at your convenience. Thank you for your time and for your commitment to protecting Oregon's environment. I look forward to your support of SB 526.

Sincerely,

*Max Pennington*

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