

My New BPA-free SIGG Bottle: I'm Still Bothered

by Stephen Elliott-Buckley - Tuesday, November 03, 2009

<http://politicsrespun.org/2009/11/my-new-bpa-free-sigg-bottle-im-still-bothered/>

*The consumer uproar has been eye-opening for SIGG CEO Steve Wasik. He thought going green just meant being good to the earth; **he didn't realize it meant fessing up too.** "Being a green company also means being held to the highest degree of corporate transparency," he wrote in an e-mail. "I fully expect that SIGG will not let consumers down in the future."*

via [Eco-Friendly Water Bottles: SIGG Gets Stung by BPA - TIME](#).

So Halloween marked the last day that SIGG would exchange your BPA-bottle with a non-BPA bottle. A real commitment to honesty would be to not end the exchange program, and especially not on Halloween.

Greenwashing is distasteful, and increasing infuriating. Time is running out to keep my children from living some version of Mad Max when they're my age. And if the best the corporate world can come up with is "I fully expect" to not let consumers down in the future, then I am right in having virtually no faith in market capitalism to contribute to meaningful dialog and action on climate change.

Oh wait, I didn't have any faith in them. So, no change there.

Regulation, regulation, regulation!