

Tuesday, March 28, 2023

Chair Sollman, Vice-Chair Findley and Members of the Senate Energy and Environment Committee,

At Digimarc, we have appreciated the recent opportunities to contribute to discussions with the Truth in Labeling taskforce about ways to improve recycling rates in Oregon, better educate consumers, and minimize contamination in the waste stream.

We enthusiastically support your proposed legislation, SB123, and we are in favor of the -2 amendment and any other efforts that would help expedite digital labeling technologies on products and packaging sold, distributed, consumed, and recycled in Oregon. Digimarc is already [contributing](#) to several [international](#) recycling initiatives. Now, SB123 offers an opportunity for Oregon to lead in the space of product digitization to enhance recycling and could serve as a model to scale nationally here in the United States.

As a product digitization company based in Beaverton, we have been proud to play the role of subject matter experts to help explain how QR codes work and discuss ways the state may be able to leverage technologies to communicate local recyclability information directly to consumers. We believe these kinds of advancements are important for the environment; and, although Digimarc also stands to benefit as a business vendor capable of delivering digital labeling solutions that support the goals of this effort, we are interested in advancing the concept generally for the benefit of everyone.

We are glad to support the legislation, and willing to continue to assist in the process with technological expertise, as needed.

Thank you,



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