



connect 2019



A POSSIBLE WASTE FREE FUTURE

TerraCycle partners with brands across the globe on waste-free packaging initiative

Sustainable options to promote a circular economy are relevant today more than ever before, and brands across the globe are recognizing the roles they must play in a waste-free world. A group of the largest consumer product brands have partnered with recycling leader TerraCycle in a first-of-its-kind waste-free initiative called Loop, announced at the World Economic Forum in Davos.

ONE OF 100 Tom Szaky, TerraCycle CEO and ONEOF100 Storyteller said: "As a response to the global challenge in managing waste and the opportunity to improve consumers' experience, a group of committed global brands, retailers, infrastructure companies, along with the World Economic Forum have come together to create a new way to more responsibly consume products. Loop will not just eliminate the idea of packaging waste, but greatly improve the product experience and the convenience in how we shop."



The concept works by having consumers visit www.loopstore.com or Loop retail partner websites to shop for the specially and beautifully designed waste-free packaging from partner brands.

Consumers receive their products in Loop's exclusive shipping tote, eliminating the use of single-use shipping cardboard boxes. Loop collects the empty packaging placed inside the tote for pick-up at the consumers doorstep. The

packaging is cleaned with custom technologies developed by Loop scientists, replenished, and the products are returned to the consumer in the re-usable Loop shipping tote.



The initiative stirs up nostalgic images of the milkman of the 1950's who delivered reusable bottles at your doorstep and later picked them up to be refilled. Loop, as TerraCycle put it, is the milkman reimaged - honoring our past from a modern perspective.

P&G, another ONEOF100 Storyteller brand and one of the major players in the coalition of Loop brands, used the World Economic Forum in Davos to announce the partnership, which helps further their own sustainability goals for 2030.