



THE TERRACYCLE STORY

In nature, waste does not exist. All materials are reused or recycled through natural processes. However, modern human society and technology have created a massive waste issue. The creation of complex plastic polymers during and after the Industrial Revolution broke the closed-loop, sustainable system that had existed on Planet Earth for billions of years. Now the irrepressible demand for safe, conveniently packaged consumer goods is annually creating billions of tons of non-recyclable or difficult to recycle waste.

Enter TerraCycle, the ambitious dream of a college freshman turned sustainable business pioneer. The company was founded in 2001 as the manufacturer of a simple organic fertilizer when two college students fed leftovers from their cafeteria to an army of worms, then liquefied the worm compost into a completely organic, ultra-effective fertilizer. As poor students, they could not buy the packaging they needed to start selling their fertilizer so they bottled it in used soda bottles they collected from recycling bins, unwittingly creating the world's first product made from AND packaged entirely in waste!

Fourteen years later TerraCycle is now an international leader in recycling the unrecyclable. TerraCycle's founders realized the revolutionary idea they discovered was not worm poop, but using waste materials which have no value to make products that are innovative and affordable.

TerraCycle partners with major consumer goods manufacturers such as Kraft Foods, Proctor & Gamble, Hain-Celestial, Colgate-Palmolive, Tom's of Maine, L'Oreal and many more to run a massive network of individuals, schools and organizations who get paid to help collect non-recyclable packaging. From drink pouches to chip bags to cigarette butts to toothpaste tubes, TerraCycle and its partners award points for each unit of returned packaging. The points can be put toward charity gifts or converted to cash and paid to schools or non-profits. Almost 5 billion pieces of pre- and post-consumer packaging have been collected and almost \$15 million has been donated to schools and non-profits. The collected material is combined with other waste streams and recycled into a wide range of consumer products.

These recycling programs, have been running since 2007, when the first was launched with organic beverage manufacturer, Honest Tea. In 2009, TerraCycle took its successful Brigade programs overseas and today operates in 20 countries, including the UK, Brazil, France, Germany, Sweden, Hungary, Canada, Mexico and Australia. In 2012, TerraCycle launched the world's first recycling program for cigarette butts in Canada, followed quickly with launches in Spain and the U.S.

In 2014, TerraCycle launched Zero Waste Boxes which allow individuals or groups to recycle virtually anything in their home or business, other than hazardous materials. The collection boxes, ranging from automotive parts to cooking oil, are sold on TerraCycle's website and through Office Max and Home Depot.

In 2009, Portfolio published TerraCycle CEO Tom Szaky's first book, "Revolution in a Bottle," and released an updated version in 2013. Berrett-Koehler published Mr. Szaky's second book, "Outsmart Waste" in 2014. A 244-page hardback coffee table book about the history and future of waste and recycling titled "Make Garbage Great" will be published by HarperCollins in June 2015.

The first season of TerraCycle's reality show aired Fall 2014 on Participant Media's Pivot TV cable network. The second season aired Fall 2015 and the third season will air Fall 2016, also on Pivot TV.

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TerraCycle has been recognized publicly through media and awards. *Inc.* magazine's annual ranking of the fastest growing private companies in America listed TerraCycle in the top 200 in 2010 and in the top ten of consumer goods companies. *Entrepreneur* included TerraCycle in its list of the top 100 most innovative companies in 2010. TerraCycle has been named a United Nations Leader of Social Change, listed in the Sustainia 100, a PR News CSR Awards finalist in two categories, an Edison Green Awards Silver Medalist and recipient of a Bronze Stevie award for customer service.

By using some of the trillions of pieces of packaging that go to landfill every year to build high quality consumer goods, TerraCycle hopes to replace the need to create virgin materials, like new plastics and textiles, by showing the world it is more sustainable and more profitable to use waste as a raw material. For more information on TerraCycle or Zero Waste Boxes, visit www.terracycle.com.

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