ELIMINATING
THE IDEA OF WASTE

MAKE EVERYTHING FROM RECYCLED WASTE

RECYCLE ALL WASTE

ELIMINATE WASTE

GAIN USEFUL HEALTH INSIGHTS FROM WASTE

REDUCE WASTE IN EMERGING REGIONS

TERRACYCLE

TERRACYCLE IS A GLOBAL LEADER

TerraCycle manages a range of platforms across 21 countries.

TerraCycle

- Brazil
- Canada
- Mexico
- US
- Austria
- Belgium
- Denmark
- France
- Germany
- Ireland
- Netherlands
- Norway
- Spain
- Sweden
- Switzerland
- UK
- China
- Japan
- South Korea
- Australia
- New Zealand

TerraCycle Foundation

- India
- Thailand

Regionally, TerraCycle is partly owned by several large waste management companies to leverage their expertise and credibility across the globe.

LANDBELL®

RCRambiental

WASTE CONNECTIONS
Connect with the Future

suez

MAKE EVERYTHING RECYCLABLE

Today we live in a linear world where most products
are made, used once and then discarded.

**Extraction &
Manufacturing**

**Landfill or
Incineration**

MAKE EVERYTHING RECYCLABLE

TerraCycle's first goal is to recycle products and packaging that do not currently have a solution to give materials a second life.
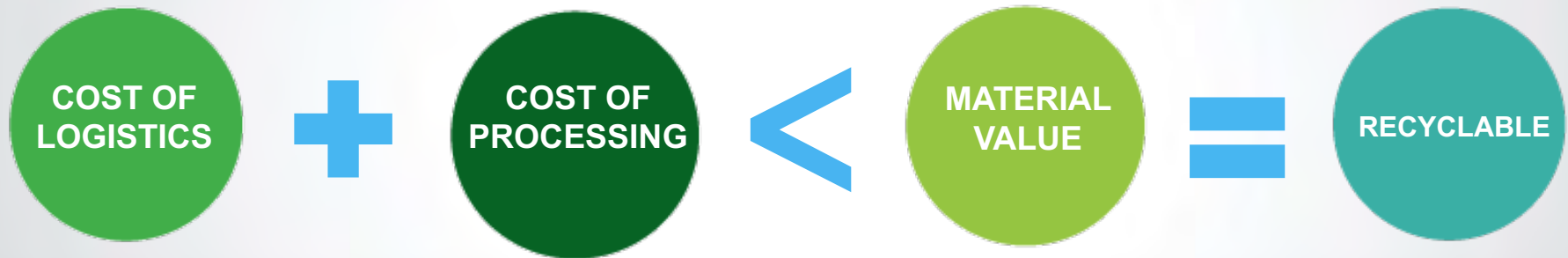

Extraction & Manufacturing

Recycle

The Economic Equation of Recycling

COST OF LOGISTICS **+** COST OF PROCESSING **<** MATERIAL VALUE **=** RECYCLABLE

WHAT DETERMINES RECYCLABILITY

TERRACYCLE

Most products and packaging are considered locally recyclable when the end value of a recycled material outweighs the cost of logistics and processing.

LOCALLY RECYCLABLE

logistics + processing < value = recyclable

- Aluminum
- PET
- Uncoated Paper
- Glass
- HDPE

NOT LOCALLY RECYCLABLE

logistics + processing > value = non recyclable
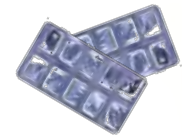
- Beauty Products
- Blister Packs
- Complex Closures
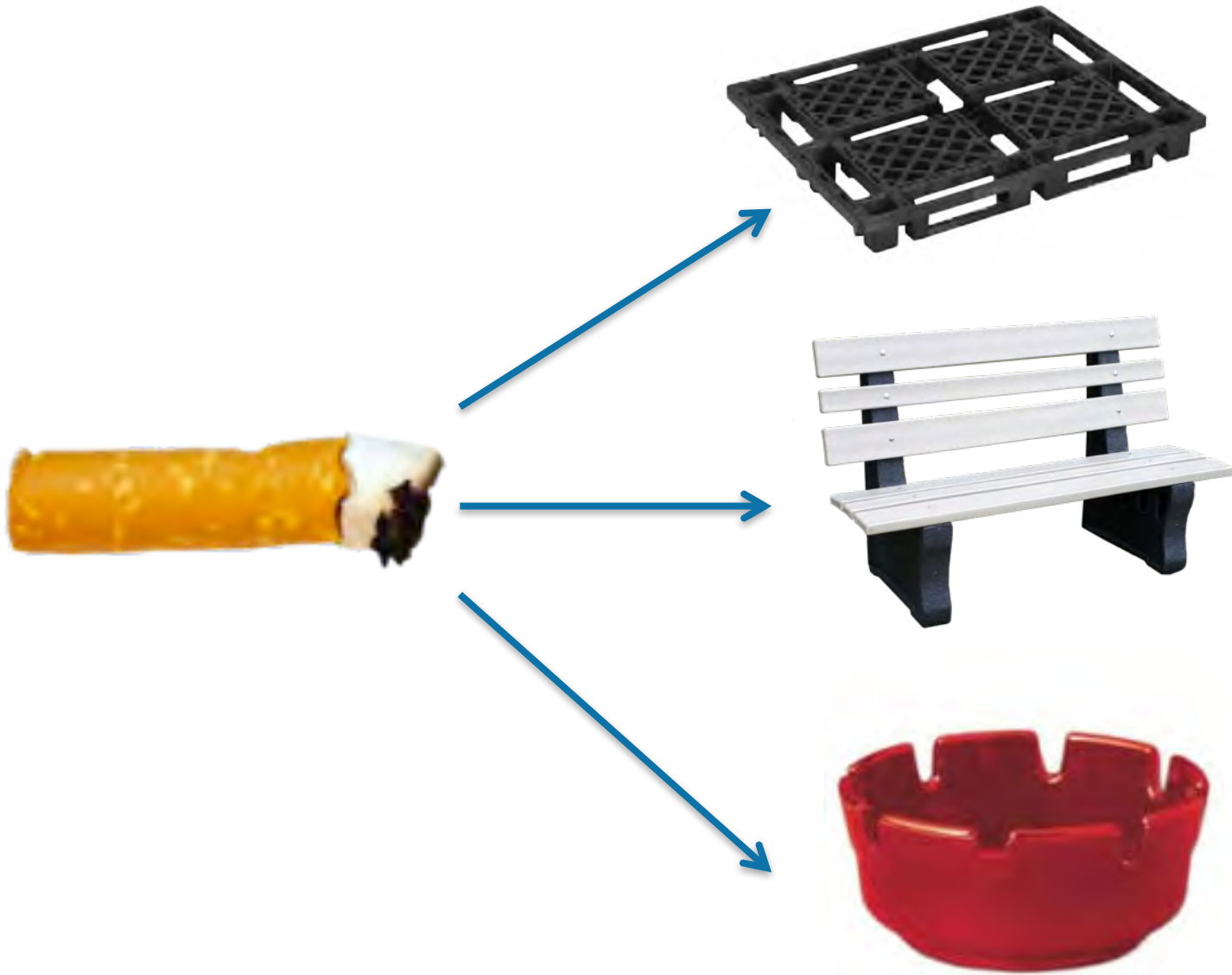- Flexible Plastic Packaging
- Cigarette Butts

SOMEWHAT RECYCLABLE

(limited geographic access or restrictions around recycling)

- Aerosol Canisters
- Polypropylene

OLD NAVY AND TERRACYCLE

PROGRAMS AT SCALE

Long-term, TerraCycle works with top collectors to convert them to public drop off points. This would allow any of your brand's consumers to recycle your waste at those locations.
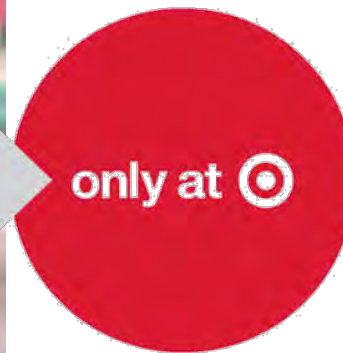
Case Study: Walker's Crisp Packet Recycling Program (UK)

= public locations

10,000+ public locations participate in the Walker's Crisp Recycling Program

only at ⊙

20% off
A New Carseat

TURN IN YOUR OLD
CAR SEAT
TO BE RECYCLED

RECYCLE
and get
20% off

#TargetTakeBack

TERRACYCLE TARGET.

MAKE EVERYTHING FROM WASTE

TerraCycle's second step is to integrate unique recycled materials back into your products.

**Recycle &
Manufacturing**

Recycle

ELIMINATE THE IDEA OF WASTE

TerraCycle's third step is to redesign products to enter into a reuse platform, completely eliminating the idea of waste.
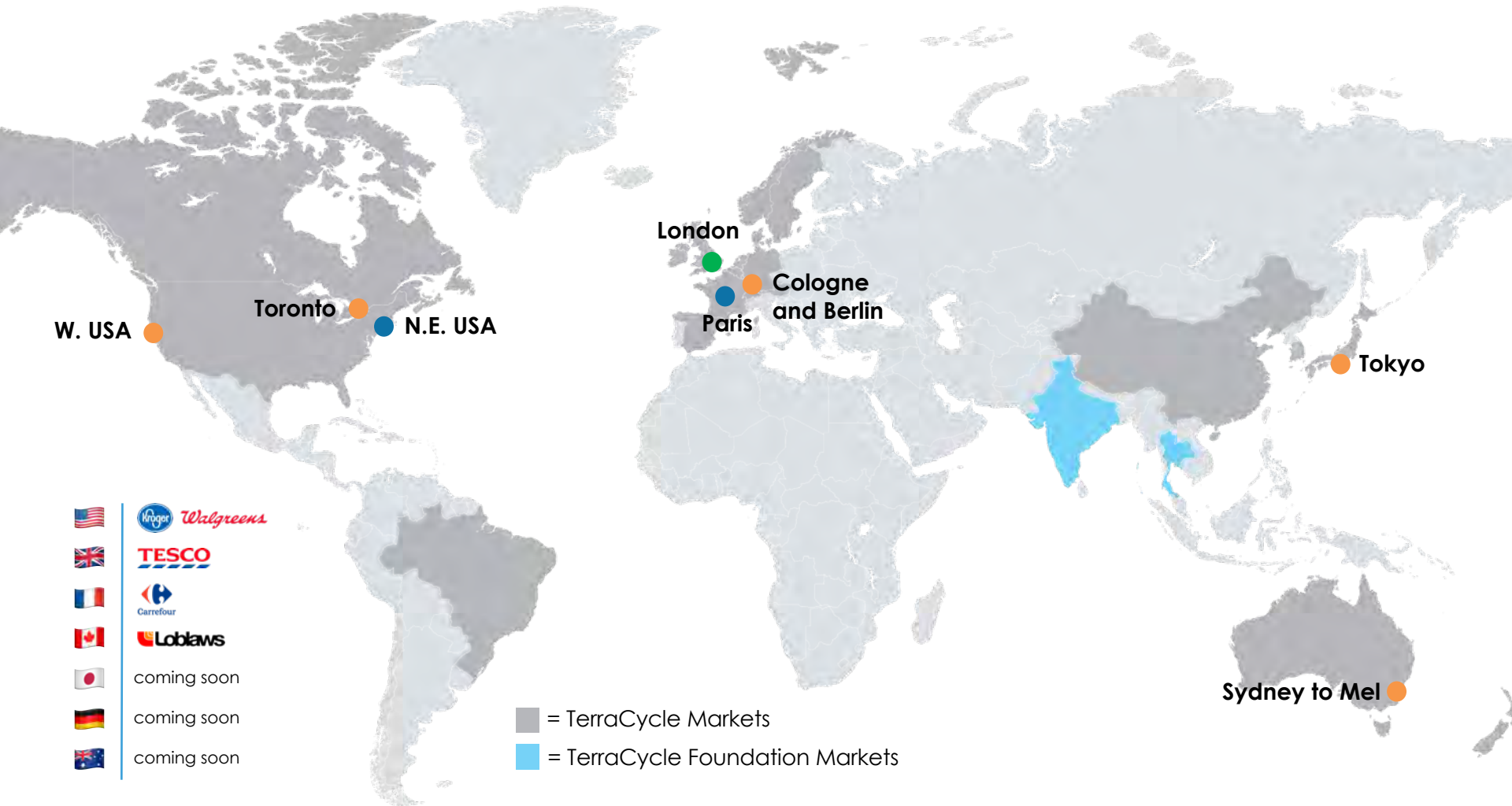

Redesign

Reuse

Loop is a global platform that enables consumer product companies and retailers to shift from a disposable supply chain to a durable one.

Loop is a global platform that enables consumer product companies and retailers to shift from a disposable supply chain to a durable one.

Loop launched in May 2019 with inaugural markets, **New York** and **Paris**. Loop will expand to **London** next, with **Toronto**, **San Francisco**, **Tokyo**, **Germany**, and **Australia** coming soon.

London

Toronto

W. USA

N.E. USA

Cologne and Berlin

Paris

Tokyo

Sydney to Mel

Kroger Walgreens

TESCO

Carrefour

Loblaws

coming soon

coming soon

coming soon

= TerraCycle Markets

= TerraCycle Foundation Markets

WISDOM FROM THE PAST

Refillable durable packaging used to be the norm.

ASSET

When a package is considered an asset its allocation per fill is the cost divided by the number of uses it can bear. **The more durable the package the lower the cost per fill.**
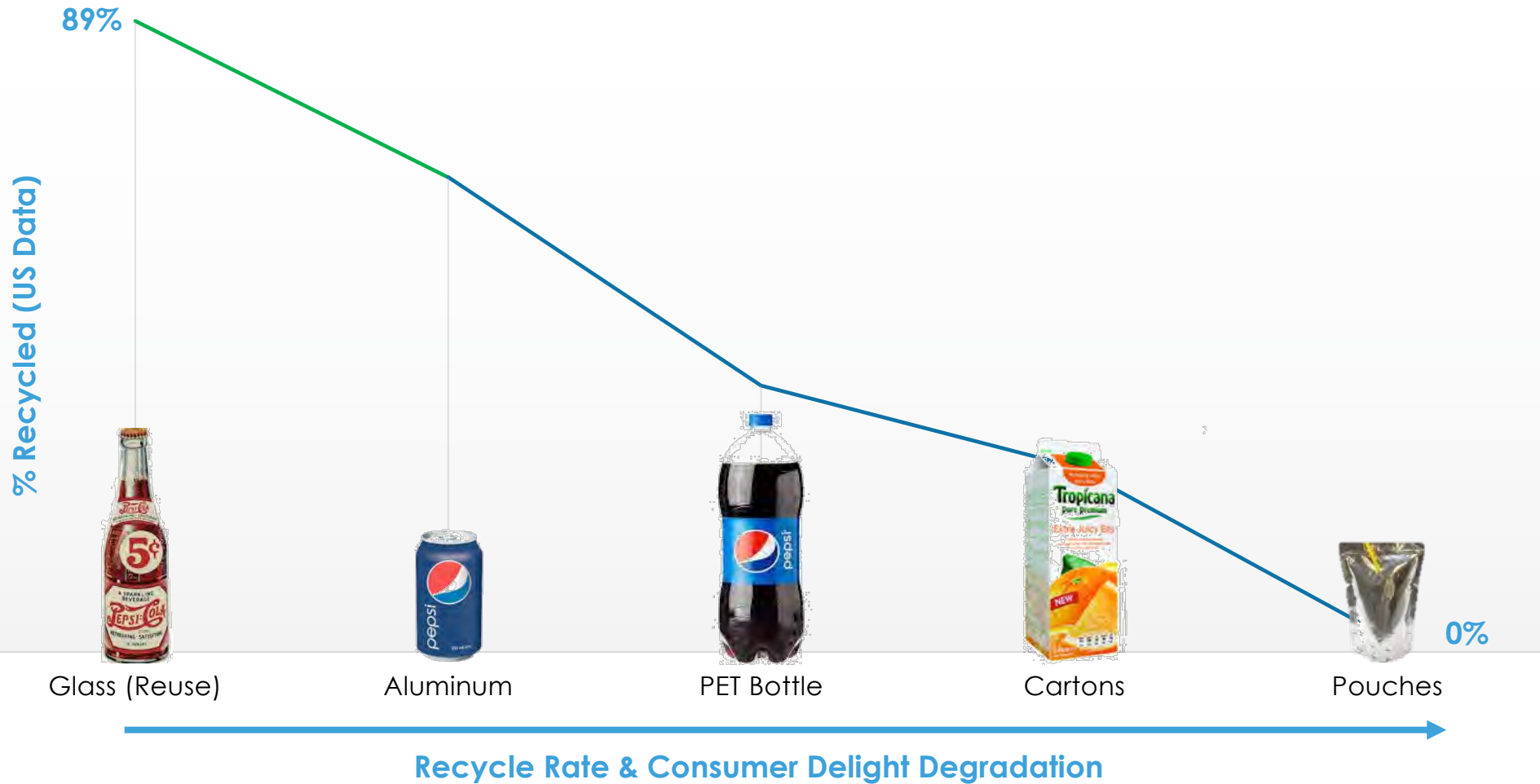
THE CURRENT REALITY

Disposability is **cheap** and **convenient**.

COGS

When a package is considered a COGS (Cost of Goods Sold) its cost is fully allocated per fill. **The cheaper the package the lower the cost per fill.**

Manufacturers reduce the weight of their packaging to save on costs and minimize environmental impact. In the process, **recycling rates** and **consumer delight** have deteriorated.

% Recycled (US Data)

89%

0%

Glass (Reuse)   Aluminum   PET Bottle   Cartons   Pouches

Recycle Rate & Consumer Delight Degradation

Loop

How do we solve the unintended consequences of disposability while maintaining its virtues?

Loop fundamentally changes the ownership of packaging.

COGS to Brand

Increasing consumer delight

Asset to Brand

$0.10

Packaging cost

$3.00

Cost per use

$0.10

$0.03
+ cost of cleaning

1 use

100+ uses

Durability enables reusability, design & new features.

"Using wipes is a guilty pleasure for me – they're so easy, but so wasteful. **I loved getting the pouch for used wipes so I can collect them and send them back.**"

"Seeing the return bag for Clorox wipes was a huge **unexpected surprise for me.** It really reinforced the commitment to sustainability."

Purposeful design

"One of the appeals of zero-waste products for me, other members of my zero-waste group, and the blogosphere **are the aesthetics**. Plastic is ugly, labels are ugly and garish, and they don't add to your home, they subtract."

"I thought the Häagen-Dazs container was a **thing of beauty**."

"**I hate the garish labels** on most packages – I feel like they make my bathroom look crazy."

REN
CLEAN SKINCARE

ROSA CENTIFOLIA™

CLEANSING GEL

GEL NETTOYANT
VISAGE

300 ml ℮/10.2 fl. oz. US

REN
CLEAN SKINCARE

ATLANTIC KELP
AND MAGNESIUM
ANTI-FATIGUE BODY WASH
·
GEL DOUCHE ÉNÉRGISAN
AUX A

REN
CLEAN SKINCA

EVERCALM

1. Primary Packaging components:

- Must be reusable.

2. Secondary Package components:

- Should be reusable. If not possible in the short-term, it might be collected back and recycled. Company must endeavor to move to reuse in the future.

3. Content:

- If not recoverable (i.e. orange juice): There is no point of view.

- If recoverable, but not reasonable to reuse (i.e. razor blade head): Consumer must have method to easily recover and if recovered must be recycled.

- if recoverable and reasonable to reuse (i.e. body of a pen), should be reusable. If not possible in the short term, it must be collected back and be recycled. Company must endeavor to move to reuse in the future.

Life Cycle Analysis (LCA)

The product can be recycled when it hits inevitable end of life.

Cleanability

The package can be cleaned without damage to the standards required by that particular product category.

Most economically efficient

Durability

The product must be able to go around ten reasonable cycles or more — a cycle defined as production, to sale, to use, and to reuse.

Loop
AS AN ENGINE FOR RETAIL

Kroger, Carrefour, Tesco and more have enabled durability for their retail environment. The **integrated retail models** allow consumers to access Loop **in-store** and through **e-commerce**. Any retailer, small or large, physical or digital, can embed the Loop engine into their stores and enable a circular supply chain for their shoppers.

The **stand-alone e-commerce model** is suitable for a low-scale, test-and-learn launch. Loop executes all receiving, outbound + inbound distribution, and cleaning. Manufacturers refill product in packaging they have redesigned for durability and reuse.
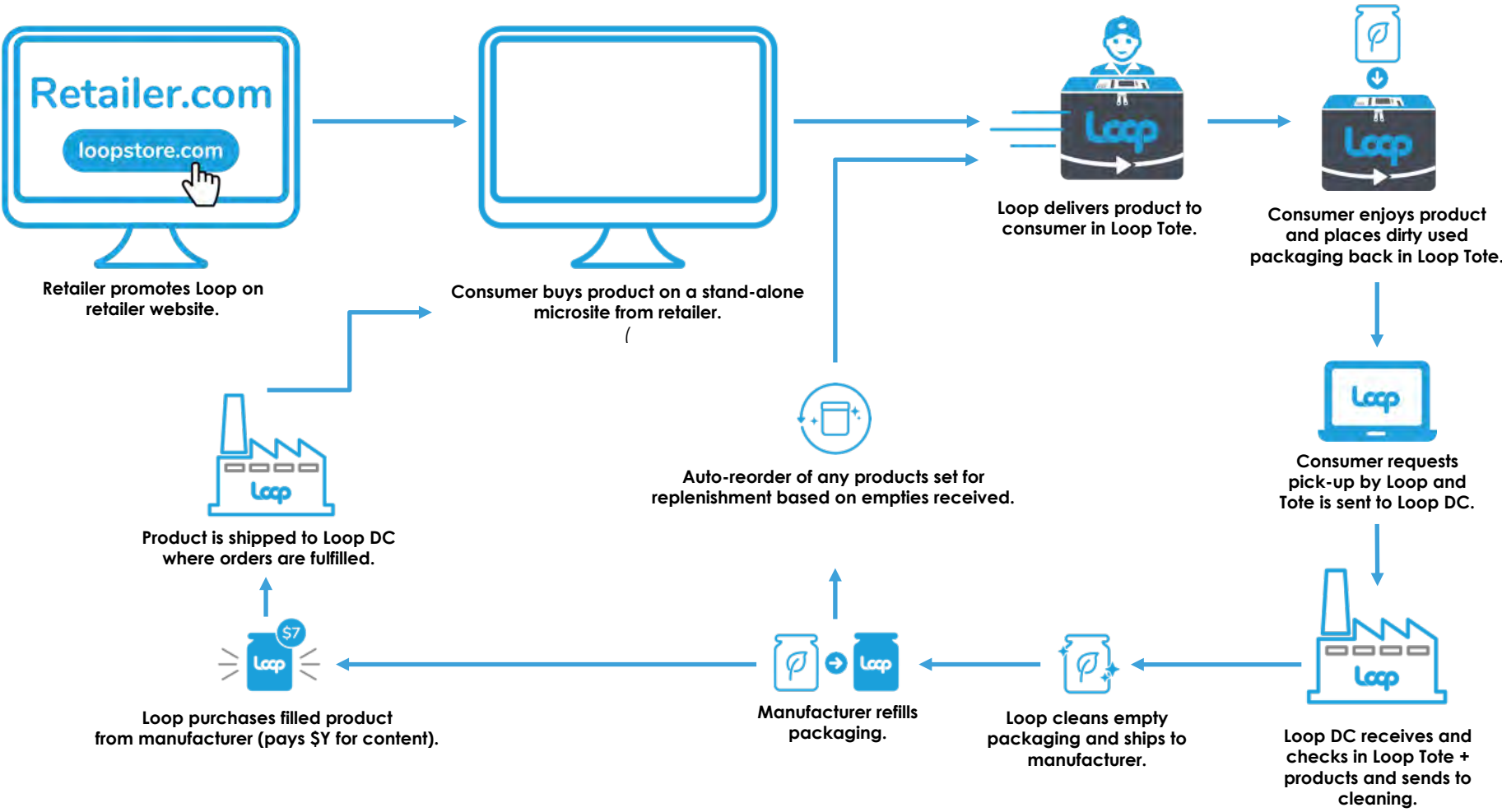
Kroger   Walgreens   Carrefour   TESCO   Loblaws   and many more coming soon.

Loop Stand-Alone Model: Retailer Microsite

Retailer promotes Loop on retailer website.

Consumer buys product on a stand-alone microsite from retailer.

Loop delivers product to consumer in Loop Tote.

Consumer enjoys product and places dirty used packaging back in Loop Tote.

Consumer requests pick-up by Loop and Tote is sent to Loop DC.

Loop DC receives and checks in Loop Tote + products and sends to cleaning.

Loop cleans empty packaging and ships to manufacturer.

Manufacturer refills packaging.

Loop purchases filled product from manufacturer (pays $Y for content).

Product is shipped to Loop DC where orders are fulfilled.

Auto-reorder of any products set for replenishment based on empties received.

$7

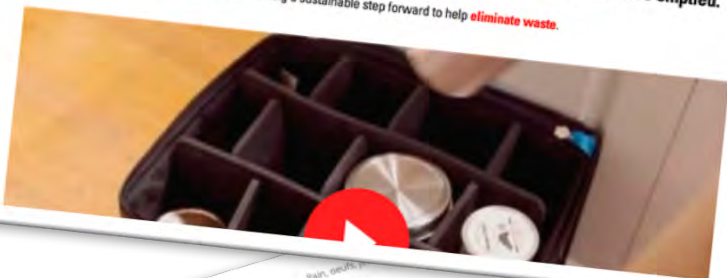HELP REDUCE PLASTIC WASTE WITH LOBLAWS AND LOOP

Loblaws and Loop are teaming up to give you a new way to shop your favourite products from leading brands in reusable packaging.

GET STARTED

Loblaws and Loop offer a circular shopping system where products you love are delivered in durable, returnable packaging that is collected, cleaned, refilled, and reused once emptied.

Join us in taking a sustainable step forward to help eliminate waste.

Walgreens

Rx Refills   Health Info & Services   Contact Lenses   Shop   Photo   Weekly Ad

Home > Shop

Loop

Shop your favorite products in sustainable packaging.

Walgreens and Loop are teaming up to give you easy access to everyday products from leading brands in durable, returnable packaging.

Join us in taking a sustainable step toward eliminating waste for good.

Get started

Loop is currently available to select customers in New York, New Jersey, Pennsylvania, Maryland and Washington, D.C.

How does it work?

1 Shop the Loop store
2 Receive your order in a reusable tote
3 Request a free pickup
4 We clean and refill

Carrefour

Maison & High Tech   Services
Rayons   Électroménager...   Voyage, spectacle...
Promo, épicerie...

Choisir Drive ou la livraison pour commencer vos courses

20€ offerts dès 120€ d'achats avec le code promo S32OFFRE20J pour toute commande retirée le 08/08/2019

Voir conditions

ACCUEIL / ENGAGEMENTS / CARREFOUR S'ENGAGE AVEC LOOP

CARREFOUR S'ENGAGE AVEC LOOP

Des emballages durables et consignés

Partenaire de Carrefour, Loop propose des produits du quotidien dans des emballages durables et consignés.

DÉCOUVRIR

4 – Loop collecte, nettoie et recharge

Kroger + Loop

Through our Zero Hunger | Zero Waste social impact plan, Kroger is committed to finding innovative solutions to help end hunger and eliminate waste in our communities.

That's why Kroger is excited to be the exclusive U.S. grocery retail partner for Loop, a revolutionary new circular e-commerce platform that is advancing Kroger's zero-waste vision by reducing single-use plastics in the environment. We want to offer our customers sustainable packaging choices they can feel good about.
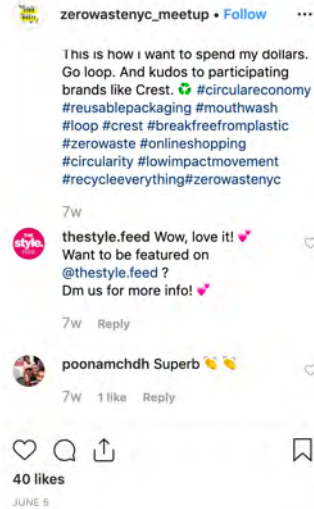
Purpose = loyalty

"*I switched from Tide to a more eco-friendly option, **but I would switch back to Tide because they're in Loop.***"

"*I was deliberate in saying, **thank you @pantene, thank you @crest,** because I want to be deliberate in communicating to brands that I want this! I want to communicate that I am noticing what you're doing and I will give my dollars to you.*"
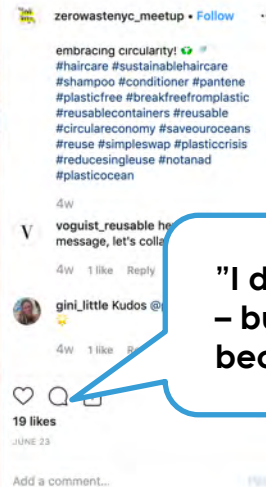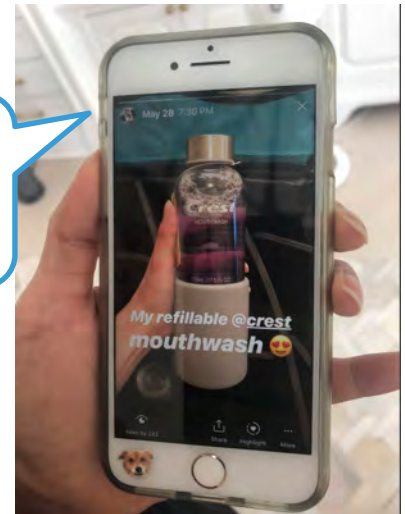
"I didn't use these brands before – but I would try Pantene, just because it's refillable."

Thank you

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Loop