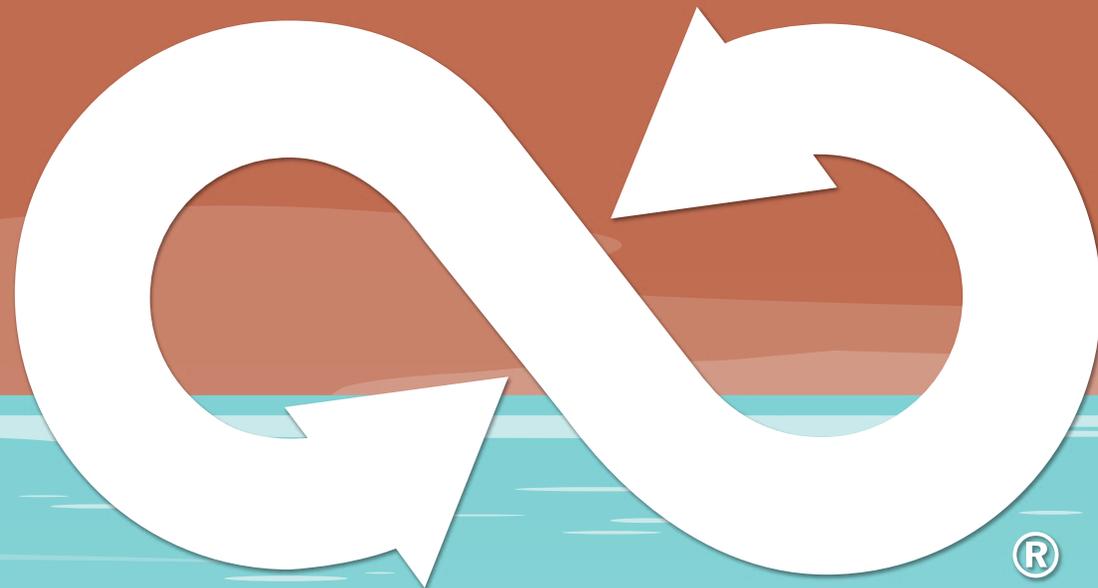


# GIVING BEACH AND OCEAN PLASTIC A **NEW** LIFE

How to integrate marine waste into your products and packaging



**TERRACYCLE**®

# MARINE PLASTIC IS A GLOBAL EPIDEMIC

**BETWEEN 8 AND 12**  
MILLION METRIC TONS OF PLASTIC  
ENTER OUR OCEANS ANNUALLY



AT THIS RATE, WE WILL SEE  
**MORE PLASTIC THAN FISH**  
IN THE OCEAN BY 2050

TerraCycle® oversees a global supply chain to collect and recycle marine plastic and supply formulated "plug and play" pellets for new products and packaging

**AN ENTIRE**  
PLASTIC BAG  
COMPLETELY INTACT,  
WAS RECENTLY FOUND  
AT THE BOTTOM OF THE  
MARIANA TRENCH



MICROPLASTICS RESULT IN AN ESTIMATED  
**\$13 BILLION PER YEAR** IN LOSSES  
FROM DAMAGE TO MARINE ECOSYSTEMS

# TERRACYCLE'S DEFINITION OF BEACH & OCEAN PLASTIC

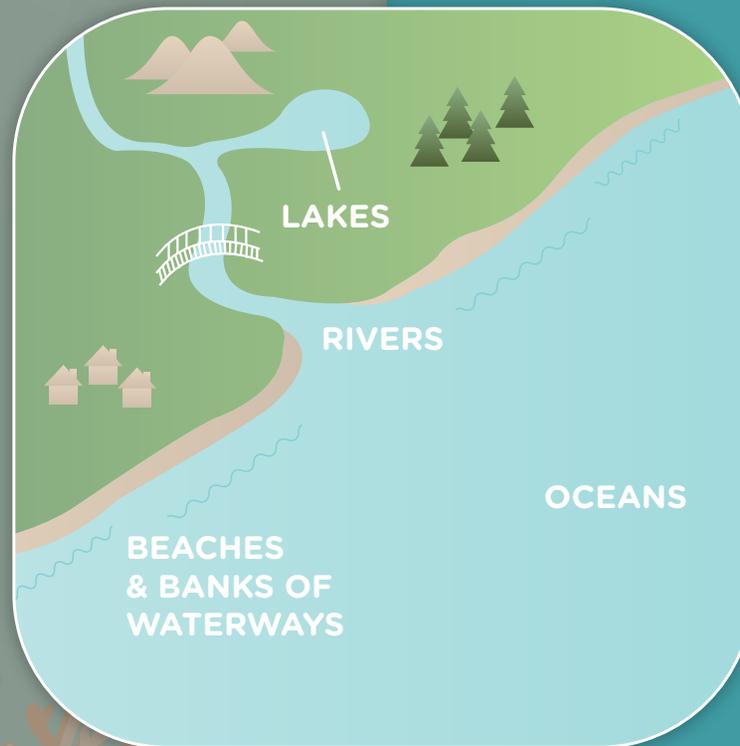
How "Beach Plastic" and "Ocean Plastic" are different from "Ocean Bound"

## OCEAN BOUND PLASTIC:

- Plastic that is at risk of reaching the ocean due to poor waste management infrastructure in a given market.
- Common in less developed countries.
- More comparable to curbside-quality, but still carries technical challenges.
- More plentiful and efficient to collect.
- Includes any plastic found on land up to 50km in-land from the shore.

The TerraCycle Global Foundation may be able to supply this material for your needs.

**Contact us for more information.**



## BEACH PLASTIC OR OCEAN PLASTIC:

- Plastic that is verifiably collected directly from marine environments such as oceans, beaches, rivers, lakes, and the banks of those waterways.
- Usually more degraded.

**NOTE: TerraCycle's definition of beach plastic or ocean plastic is:** "rigid plastic material collected from oceans, beaches, rivers, lakes, or the immediate banks of those waterways."

PLASTIC WASTE IN OUR OCEANS IS A GLOBAL EPIDEMIC. WHETHER IT'S ALREADY THERE, OR ON ITS WAY THERE, CAPTURING THIS MATERIAL IS A PRIORITY THAT WE CAN ALL GET BEHIND

# WHERE WE COLLECT



**INDICATES WHERE WE COLLECT**

**WE CAN COLLECT FROM ANYWHERE IN WHITE UPON REQUEST.**



**TERRACYCLE MANAGES ALL SHIPPING FROM COLLECTION PARTNERS AND VERIFIES AUTHENTICITY THROUGH COLLECTION AGREEMENTS**



# SUPPLY CHAIN

Resins designed to "plug & play"  
in final application



sort & shred  
to flake



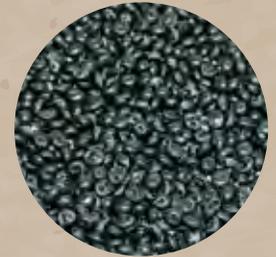
wash



blend with  
additives



extrude &  
pelletize



## QUICK FACTS:

- These pellets are priced at a significant premium over virgin plastic and generic recycled plastic.
- Each style of finished pellet will contain 50% or more marine plastic.
- Pellets are best suited to blow-molded bottle applications, but have worked as blends in injection-molded products also.
- Each style of pellet is a blend, containing additives to stabilize properties and uphold quality standards.

# HEAD & SHOULDERS SHAMPOO

Case study

Head & Shoulders rolled out its beach plastic shampoo bottles, containing 20-25% recycled beach plastic HDPE supplied by TerraCycle, in mid-2017. Since that time, this activation has expanded to over two million bottles in 12 countries worldwide.

In each instance, H&S was able to secure incremental display space at the respective retail locations where this launched.

This program has generated over 5 billion media impressions worldwide since its launch and has won numerous sustainability awards, including the UN Momentum for Change award.



# FAIRY DISH SOAP

Case study

Fairy debuted its ocean plastic dish soap bottle, containing 10% recycled ocean plastic PET supplied by TerraCycle, in Europe. This ocean plastic integration was rolled into Fairy's first 100% PCR bottle launch. Fairy was able to secure incremental display space as a result of this platform.

This expanded P&G's commitment to sustainability and unique PCR usage, and was the follow-up to the Hair Care division's early success in this realm. Fairy's usage of the ocean PET pellet blend has now been repeated in multiple markets with plans to continue further expansion.



# REN SKINCARE BODY WASH

Case study

REN Skincare (a Unilever brand) makes its products using active ingredients from the ocean, such as Atlantic Kelp. As such, using ocean plastic in their bottle was a natural fit for the brand. TerraCycle worked with REN and its converters to develop a new bottle made from 100% PCR, which included 20% ocean plastic PET.

For this activation, REN was able to secure incremental display space at the specialty retailers where this product is carried.

The success of this promotion has prompted REN to expand the usage of recycled ocean PET into other SKUs of skincare products.



# HERBAL ESSENCES SHAMPOO & CONDITIONER

Case Study

After successfully launching the H&S bottles made with beach plastic in 12 countries around the world, P&G Hair Care decided to bring the initiative to the US in the form of the Herbal Essences bottle. The bottles include three shampoo + conditioner sets, containing 25% beach plastic.

This highly anticipated launch was able to secure incremental display space at 1,500+ Target stores across the US.



# MESSAGING AROUND BEACH & OCEAN PLASTIC

TerraCycle recommends that communications around beach and ocean plastic are transparent and provide a holistic definition.

As TerraCycle is collecting material from any and all of the marine environments mentioned on page 3, it is important the messaging reflect this.

**Example:** Fairy Dish Care bottle, which refers to the material as “ocean plastic\*” and further defines what this means on the back with an asterisk.



\*This bottle is made with 100% recycled plastic, 10% being proudly collected by thousands of volunteers from oceans, rivers, lakes, and beaches. With this limited edition, we hope to raise awareness of ocean pollution and invite our Fairy brand lovers to recycle. It starts with this bottle; please recycle and prevent more plastic from reaching our ocean.

# RETURN ON INVESTMENT

Beach and Ocean Plastic Resin from TerraCycle provides benefits for your brand that traditional PCR does not

## HELPS TO SECURE INCREMENTAL DISPLAY SPACE AT KEY RETAIL ACCOUNTS



Head & Shoulders was able to secure incremental display space with Carrefour retailers in France for 9 weeks during the summer of 2017

## HELPS TO DRIVE SALES LIFT DURING PROMOTIONAL PERIOD



Multiple launches using beach/ocean plastic have seen double digit sales lifts in their respective markets during on-shelf promo periods

## HELPS TO PROVIDE DIFFERENTIATED SUSTAINABILITY STRATEGY



Traditional PCR usage by your competitors does not connect with key customers and consumers in a meaningful way

## ALLOWS YOU TO LEVERAGE TERRACYCLE'S MARKETING PROWESS



With any 1+ ton purchase, TerraCycle is able to assist with marketing, PR, and communication efforts centered around your launch

# ACHIEVEMENTS

Beach and Ocean Plastic Resin from TerraCycle provides benefits for your brand that traditional PCR does not

## RECORD-BREAKING EARNED MEDIA RECOGNITION



## INTERNATIONAL SUSTAINABILITY AWARDS WON



# ONBOARDING

Integrating beach and ocean plastic into your packaging is a collaborative process

## ONBOARDING, TIMING & MOQ:

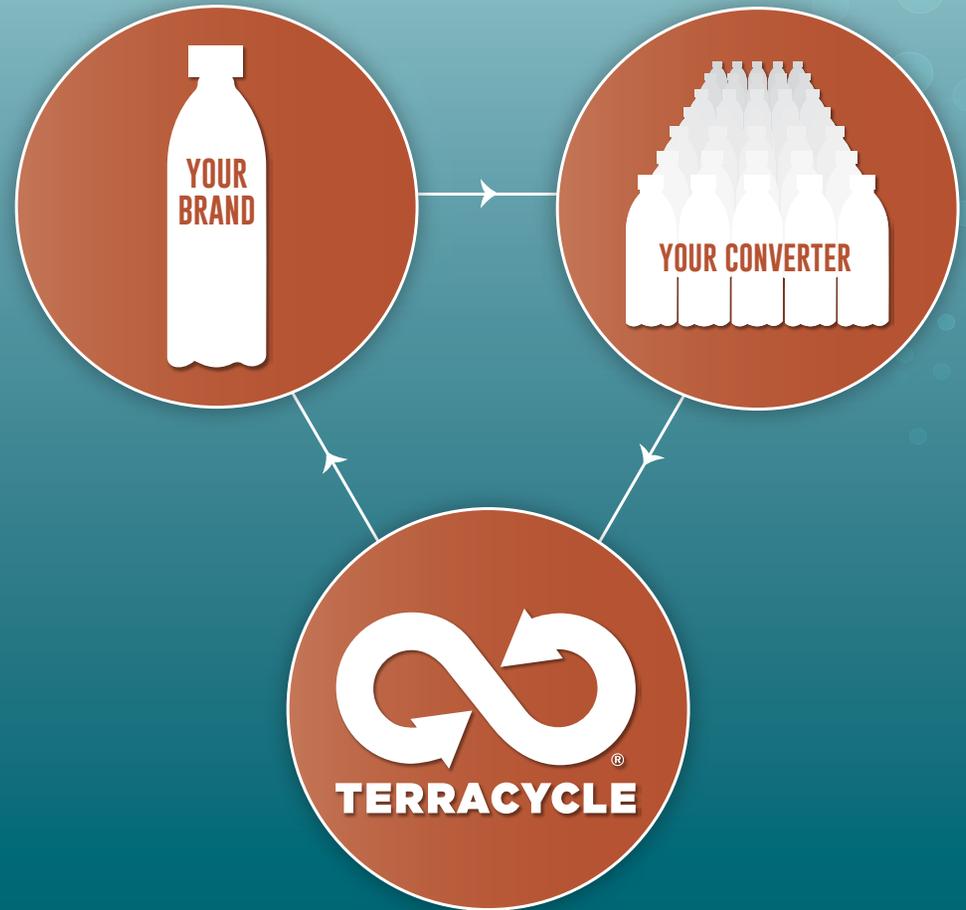
TerraCycle advises having a three-way conversation with the brand and the converter to understand technical needs, component details, and blending/let-down ratios.

## STANDARD MOQ IS 10 TONS OF PELLETS WITH A LEAD TIME OF 5-7 MONTHS.

When inventory is already available, smaller orders can be placed with a drastically reduced lead time.

## TERRACYCLE CAN SUPPLY STOCK BLENDS AND EXISTING FORMULATIONS.

If needed, TerraCycle can explore custom pellet formulations and sign on for an R&D consulting trial.



ALPLA

Logoplaste

Plastipak  
PACKAGING INC.

M&H PLASTICS

SILGAN  
CONTAINERS CORPORATION

# CONTACT US

**INTERESTED IN LEARNING MORE?  
CONTACT [MATERIALS@TERRACYCLE.COM](mailto:MATERIALS@TERRACYCLE.COM)**

**IF IT TURNS OUT YOUR APPLICATION AND/OR THE RESINS  
TERRACYCLE CAN SUPPLY ARE NOT A FIT, YOU CAN STILL  
HELP US CLEAN UP BEACHES BY FUNDING COLLECTIONS**

