



BIC LAUNCHES FREE NATIONAL RECYCLING PROGRAMME FOR PENS, MARKERS AND HIGHLIGHTERS

Ground-breaking new recycling programme for writing instruments launches in New Zealand

30 August 2019, New Zealand – A ground-breaking New Zealand recycling program will make all brands of pens and markers 100% recyclable, thanks to a partnership between leading stationary company BIC, and innovative recycling giant TerraCycle. Launching today, the Writing Instruments Recycling Programme will encourage schools, offices and communities across Aotearoa to collect used pens, markers and other writing instruments to be recycled. The partnership between BIC and TerraCycle has already seen impressive results through its European programs, having diverted an incredible 40 million pens from landfills across Europe to date.

To recycle in the program, New Zealanders simply visit the TerraCycle website to sign up and join the program, then collect used writing instruments in any available cardboard box. Once the box is full, they can download a free shipping label from their TerraCycle account and drop the box off at New Zealand Post.

TerraCycle will then sort, shred, and melt the items down into plastic pellets to be used in the manufacture of new products such as garden beds, park benches and even playgrounds. Additionally, for every kilogram of writing instruments sent to TerraCycle, collectors will earn \$1 towards the New Zealand school or charity of their choice. Globally, more than \$45 million has been raised for schools and charities through TerraCycle's free programmes.

"At BIC our commitment to reducing our environmental footprint is ingrained in our values, so we are thrilled to be able to provide New Zealander's with a free solution for recycling writing instruments at the end of their life," said Mark O'Sullivan, General Manager BIC Asia-Pacific. "Our program with TerraCycle also reinforces BIC's commitment to education. Educating current and future generations about sustainability is an important focus for us, and our TerraCycle partnership not only allows us to do this, but also provides the opportunity to use our recycled materials to give back to local communities in the form of parks and playground equipment."

General Manager of TerraCycle Australia and New Zealand, Jean Bailliard, adds: "TerraCycle is committed to educating New Zealanders on the importance of resource conservation. With the support of leading brands like BIC, we are able to teach both children and adults the value of recycling products they use every day at school or at work, that would otherwise end up in landfill."

The program is also highly welcomed by parents and school children alike. Parent at Kereru School in Hawke's Bay, Emily Hunter, has been searching for a solution to the school's used writing instruments for years.

"We were searching for a recycling solution for pens because they are such a part of modern-day life that everybody uses! Minimising our waste is more important than recycling but, if these products are able to be recycled in a meaningful and sustainable way then that can only be a good thing. It is so awesome to see TerraCycle and BIC working together to implement change."



"I really hope the Writing Instruments Recycling Programme becomes widespread in New Zealand. All schools and workplaces should have it set up! It's just a matter of spreading the information."

To learn more and join the Writing Instruments Recycling Programme, visit <https://www.terracycle.com/en-NZ/brigades/writing-instruments-recycling-nz>.

The Recycling Programme

The Writing Instruments Recycling Programme accepts all brands of used pens, mechanical pencils, markers, highlighters, correction fluid and correction tape. To recycle in this programme, New Zealanders simply visit www.terracycle.co.nz, sign up for free, join the programme, then start collecting all brands of writing instruments in any available cardboard box. When full, they log into their TerraCycle account, download a free shipping label, stick it onto the box of pens and drop it off at their nearest post office, free of charge. Additionally, for every kilogram of writing instruments sent to TerraCycle, collectors will earn \$1 towards the New Zealand school or charity of their choice.

About BIC

BIC is a world leader in stationery, lighters, and shavers, with its global headquarters in France and its U.S. headquarters in Shelton, CT. For more than 70 years, BIC has honoured the tradition of providing high-quality, affordable products to consumers everywhere. Through this unwavering dedication and thanks to everyday efforts and investments, BIC has become one of the most recognized brands and is a trademark registered worldwide. Today, BIC products are sold in more than 160 countries around the world. For more information, please visit www.bicworld.com.

About TerraCycle

TerraCycle is the world's leader in the collection and repurposing of complex waste streams, ranging from used cigarette butts to ocean plastic to oral care products and packaging. The waste is collected through manufacturer-funded programs that are free to the public and converted into a variety of raw materials and made into new products. Across 21 countries, TerraCycle has diverted over seven billion pieces of 'non-recyclable' waste from landfill and incineration and raised over \$45 million for schools and charities worldwide. To learn more about TerraCycle or get involved in its recycling programmes, please visit www.terracycle.co.nz.

-ENDS-

For more information, images or to set up an interview, please contact:

Daria Romanos

TerraCycle Australia & NZ

daria.romanos@terracycle.com