

PACKAGING FOR A BETTER FUTURE

L'affare and TerraCycle join forces to launch new national recycling programme

New Zealand, 12 July 2019 - To coincide with the launch of their brand-new line of coffee capsules, L'affare have partnered with global recycling pioneers TerraCycle to launch a free national recycling programme for their products.

Through the L'affare Coffee Capsules Recycling Programme, New Zealanders can now collect and ship all their L'affare coffee capsules free-of-charge to TerraCycle, who will shred, wash and melt them down into raw materials to be used in the manufacture of new products such as garden beds, park benches and even playgrounds. Alternatively, recyclers can drop off their used capsules to L'affare's flagship cafés in Te Aro, Wellington and Newmarket, Auckland.

Additionally, by recycling in the programme, collectors can earn \$1 per kilogram of capsules collected toward their nominated New Zealand school or charity. Globally, over \$45 million has been raised for schools and non-profit organisations worldwide through TerraCycle's free recycling programmes.

General Manager of L'affare, Paul Cockburn, said the hard-working team at L'affare's roastery saw a gap in the market for 100% recyclable capsules with the rise of other big-name companies and decided to create a product along with a recycling solution.

"Our partnership with TerraCycle allows our consumers to recycle their waste responsibly, while enjoying NZ's freshest coffee capsule range. We encourage our consumers to actively participate in recycling their capsules to reduce the environmental impact that capsules have," said Mr Cockburn.

"TerraCycle's mission is to eliminate the idea of waste," said Jean Bailliard, General Manager of TerraCycle Australia and New Zealand. "This mean partnering with sustainably minded brands like L'affare who make the recycling programmes possible, thereby diverting even more waste that would otherwise be destined for landfill."

To recycle in this programme, New Zealanders simply visit www.terracycle.co.nz, sign up for free and start collecting L'affare coffee capsules in any available cardboard box. When full, they log



into their TerraCycle account, download a free New Zealand Post shipping label, stick it to the box of waste and drop it off at their nearest post office, free of charge.

To learn more and join the L'affare Coffee Capsules Recycling Programme, visit www.terracycle.com/en-NZ/laffare.

About TerraCycle

TerraCycle is the world's leader in the collection and repurposing of complex waste streams, ranging from coffee capsules to toothbrushes to used cigarette butts, and turns them into new products like garden beds, park benches and playgrounds.

Across 21 countries, TerraCycle has diverted 7.7 billion pieces of 'non-recyclable' waste from landfill and incineration, won numerous awards for sustainability and donated over \$45 million to schools and charities worldwide. To learn more about TerraCycle or get involved in its recycling programmes, please visit www.terracycle.co.nz.

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

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