



Rubbermaid® Launches National Recycling Program To Strengthen Sustainability Efforts

Consumers Can Now Recycle Well-Used Food Storage Containers Through TerraCycle®

TORONTO, July 14, 2020 -- Rubbermaid®, a leader in home organization and food storage solutions, announced today a partnership with international recycling leader, TerraCycle®, to make all brands of well-used food storage containers recyclable in the US and Canada. Through this new partnership, Rubbermaid helps ensure all glass and plastic food storage containers will have a sustainable end to their lifecycle.

Rubbermaid has been pioneering high-quality, innovative products for over 80 years. This superior quality already makes the brand's products a more sustainable solution than many products out there today. The TerraCycle program is another step toward the brand's existing sustainability efforts and making Rubbermaid products an even stronger choice for environmentally conscious consumers or for anyone looking to lead a more sustainable life.

"Our food storage products help keep food fresh to reduce waste and are made better to enable a long life of reusability. Partnering with TerraCycle allows us to create an even more sustainable product lifecycle, while giving consumers an easy way to recycle their well-used containers whenever they are ready to upgrade to our newest innovations. As an exclusive partner in our category, we are excited to be leading the way," said Ryan Hall, Marketing Director, Food Storage at Newell Brands.

Through the Rubbermaid Food Storage Recycling Program, consumers can now send in all brands of well-used glass and plastic food storage containers to be recycled for free. Participation is easy: sign up on the TerraCycle program pages for the [United States](#) or [Canada](#) and mail in well-used food storage containers using a prepaid shipping label. Once collected, the containers are cleaned and melted into hard plastic or glass that can be remolded to make new recycled products.

"Newell Brands and Rubbermaid are offering consumers a unique opportunity to divert waste from landfills and responsibly dispose of food storage containers that may initially seem unrecyclable," said Tom Szaky, TerraCycle Founder and CEO. "By accepting and recycling any food storage product, regardless of brand through the recycling program, Rubbermaid is expanding their commitment to sustainability and helping to build awareness that a recycling solution exists for just about everything."

The Rubbermaid Food Storage Recycling Program is open to any interested individual, school, office, or community organization. For more information on TerraCycle's recycling programs, visit www.terracycle.com.

About Rubbermaid

Rubbermaid® is a leader in developing innovative, high-quality solutions that help consumers keep their homes in order. Widely recognized and trusted, Rubbermaid designs and markets a full range of organization, storage and cleaning products to keep the home – including closets, garages, kitchens and outdoor spaces – neat and functional, freeing consumers to enjoy life. Rubbermaid (www.rubbermaid.com) is part of Newell Brands' global portfolio of brands.

About Newell Brands

Newell Brands (NASDAQ: [NWL](http://www.newell.com)) is a leading global consumer goods company with a strong portfolio of well-known brands, including Paper Mate®, Sharpie®, Dymo®, EXPO®, Parker®, Elmer's®, Coleman®, Marmot®, Oster®, Sunbeam®, FoodSaver®, Mr. Coffee®, Rubbermaid Commercial Products®, Graco®, Baby Jogger®, NUK®, Calphalon®, Rubbermaid®, Contigo®, First Alert®, Mapa®, Spontex® and Yankee Candle®. For hundreds of millions of consumers, Newell Brands makes life better every day, where they live, learn, work and play.

About TerraCycle

TerraCycle® is an innovative waste management company with a mission to eliminate the idea of waste. Operating nationally across 21 countries, TerraCycle partners with leading consumer product companies, retailers and cities to recycle products and packages, from dirty diapers to cigarette butts, that would otherwise end up being landfilled or incinerated. In addition, TerraCycle works with leading consumer product companies to integrate hard to recycle waste streams, such as ocean plastic, into their products and packaging. Its new division, Loop, is the first shopping system that gives consumers a way to shop for their favorite brands in durable, reusable packaging. TerraCycle has won over 200 awards for sustainability and has donated over \$44 million to schools and charities since its founding more than 15 years ago and was named #10 in Fortune magazine's list of 52 companies Changing the World. To learn more about TerraCycle or get involved in its recycling programs, please visit www.terracycle.ca.

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