



LOOP AND LOBLAW TO BRING CIRCULAR SHOPPING PLATFORM TO CANADA

Loop Pilot to Launch in Toronto in Early 2020

TORONTO, June 6, 2019 – Today Loop™, a state-of-the-art circular shopping system designed to reduce waste, and Loblaw Companies Limited (Loblaw), Canada’s food and pharmacy leader, announced Loblaw as the founding retailer to bring Loop’s innovative packaging solution to Canada. Beginning in early 2020, Toronto pilot participants will be able to receive select products from President’s Choice and other leading national brands in reusable containers, delivered right to their doors.

“There is too much plastic waste,” said Galen Weston, Executive Chairman, Loblaw Companies Limited. “Our industry is part of the problem and we can be part of the solution. Our partnership with Loop is a powerful example of entrepreneurial innovators working with like-minded large enterprise to bring a meaningful solution to a real problem.”

Loop is the first-ever global platform to partner with brands and retailers to offer consumers a way to go from disposability to durability with their purchases. Loop enables consumers to responsibly consume a variety of commonly used products in customized, brand-specific durable packaging that is delivered in a specially designed reusable shipping tote. When finished with the product, the packaging is collected, cleaned, refilled and reused – creating a revolutionary circular shopping system.

“With its operational scale and its commitment to environmental sustainability, Loblaw is the perfect partner to bring Loop to Canada,” said Tom Szaky, founder and CEO of TerraCycle and Loop. “Together, as we bring back the milkman model of yesterday rebooted to reflect the convenience of today, we will help to eliminate the idea of waste and bring a better product experience to consumers.”

Consumers in the pilot region of Toronto who want to sign up for Loop are encouraged to visit www.buydurable.com to leave their contact information so they can be notified when Loop officially launches and apply to become a participant.

How Loop works:

Once they place an order online, consumers will receive their durable products in Loop’s exclusively designed shipping tote. After use, consumers place the empty containers into their Loop totes and go online to schedule a pickup from their home. With cutting-edge technology, Loop will clean the packaging so that each product may be safely reused and promptly replenished as needed at the consumer’s request.

To learn more about Loop, visit www.loopstore.com

About Loop

Loop is an initiative from TerraCycle, www.terracycle.com, an innovative waste management company whose mission is to Eliminate the Idea of Waste®. Operating nationally across 21 countries, TerraCycle partners with leading consumer product companies, retailers, cities, and facilities to recycle hard to recycle waste. Loop has been designed to address the issue of waste at its source by providing consumers a circular shopping platform while encouraging manufacturers to own and take responsibility for their packaging on the long term.

About Loblaw Companies Limited:

Loblaw Companies Limited is the nation's largest retailer, providing Canadians with grocery, pharmacy, health and beauty, apparel, general merchandise, financial services, and wireless mobile products and services. Loblaw's purpose – Live Life Well – promotes the needs and wellbeing of Canadians, who make one billion transactions annually in the company's stores. With more than 2,400 corporate, franchised and associate-owned locations, Loblaw, its franchisees, and associate-owners employ almost 200,000 full- and part-time employees, making it one of Canada's largest private sector employers.

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Contact:

Lauren Taylor
TerraCycle/Loop
lauren.taylor@terracycle.ca

Catherine Thomas
Loblaw Companies Limited
Catherine.thomas@loblaw.ca