

FOR IMMEDIATE RELEASE

CONTACT:
Sue Kauffman
TerraCycle
sue.kauffman@terracycle.ca

**VILED A & TERRACYCLE MAKE POPULAR CLEANING PRODUCTS RECYCLABLE
JUST IN TIME FOR SPRING CLEANING**

Toronto, Ontario, Canada – April 6, 2021 – Vileda® Canada, a leading brand in household cleaning products, knows your home is more than four walls and a roof over your head, it's a place where you can be yourself and feel safe knowing that it is clean and well cared for – even during a pandemic. Vileda understands that “great cleaning with less waste” is important for Canadians. It's with that in mind that they have partnered with international recycling leader, TerraCycle, to announce the Vileda Recycling Program committed to a clean home and clean planet.

“We believe that a clean home shouldn't result in a dirty planet,” says Philippe Dubé, General Manager at Freudenberg Household Products. “As an environmentally conscious brand, we take this philosophy to heart. We strive to do our part to minimize our environmental impact and to ensure sustainability for future generations. Our partnership with TerraCycle is another step towards fulfilling this mission.”

The following Vileda products are now nationally recyclable through the Vileda Recycling Program:

Mop Head Refills:

- Vileda® EasyWring Refill & EasyWring Power Refill
- Vileda® ProMist Max Refill & ProMist Max Scrub Pad Refill
- Vileda® Bath Magic Mop Refill
- Vileda® Bee Mop Classic Refill & Multi Refill
- Vileda® Fibro Contact Refill
- Vileda® Flip Mop Refill
- Vileda® MicroTwist Refill
- Vileda® SuperTwist Refill
- Vileda® SuperMop Refill
- Vileda® Tri-Active Refill
- Vileda® UltraMax Refill

Gloves:

- Vileda® 3Action, Pure, Sensitive and Fresh Comfort Gloves

Scrunge Sponges:

- Vileda® Scrunge Multi-Use & Scrunge Heavy Duty Scrub Sponges

Participation in the program is easy, simply sign up on the TerraCycle program page at <https://www.terracycle.com/en-CA/brigades/vileda-ca-en>, mail in the accepted waste using a prepaid shipping label and the spent cleaning products to be recycled for free. Additionally, as an added incentive, for every shipment of Vileda® cleaning products sent to TerraCycle through the Vileda Recycling Program, collectors earn points that can be used for charity gifts or converted to cash and donated to the non-profit, school or charitable organization of their choice.

“Cleaning our home is a task that we all share,” said TerraCycle CEO and Founder, Tom Szaky. “By participating in the Vileda Recycling Program consumers can demonstrate their commitment to a clean home, as well as a clean planet, all while being rewarded for doing the right thing.”

The Vileda Recycling Program is open to any interested individual, school, office, or community organization. For more information on TerraCycle’s recycling programs, visit www.terracycle.ca.

About Vileda Canada and Freudenberg Household Products

Vileda Canada has established itself as a market leader in the household cleaning tools market and expert partner for perfect homemecare. Headquartered in Laval, Quebec, Vileda’s mission is simple: combining efficiency, ergonomics and design with environmentally sound and socially conscious practices to create products that make household cleaning less of a chore — all while minimizing its environmental footprint. Synonymous with high-quality, reliable, innovative and long-lasting products, Vileda Canada is part of Freudenberg Home and Cleaning Solutions (FHCS) global network and is a subsidiary of the Freudenberg Group, an international family-owned German company with more than 170 years of history. For more information about Vileda Canada, please visit www.vileda.ca, and their social channels, www.facebook.com/viledacanada and www.instagram.com/vileda.ca.

About TerraCycle Canada

TerraCycle is an innovative waste management company with a mission to eliminate the idea of waste. Operating nationally across 20 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.

###