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TERRACYCLE LAUNCHES CANADA'S FIRST NATIONAL RECYCLING SOLUTION FOR E-CIGARETTES AND NICOTINE VAPE PODS

As E-Cigarette and Vape Pod Pollution Begins to Edge Out Cigarette Litter, TerraCycle Works to Develop a Solution for this Growing Category

TORONTO, October 19, 2021 –TerraCycle, the international recycling leader known for recycling the unrecyclable, has announced the launch of a free national recycling program to address vaporizer-related e-cigarette waste. Having pioneered a ground-breaking recycling solution for cigarette waste over a decade ago, TerraCycle has now turned its attention to the growing popularity of vaporizers and the risks the associated waste poses to the environment as litter, with the launch of the Smoke-Free Recycling Program.

Through this ground-breaking initiative, consumers are invited to send in HEET Sticks, along with their flexible packaging, VEEV devices and all brands of vaporizer cartridges and pods to be recycled for free. Participation in the program is easy: sign up on the TerraCycle program page [here](#) and mail in the waste using a prepaid shipping label. Additionally, consumers will be able to drop off products in receptacles placed in select retail locations later this year. Once collected, the waste is repurposed to make new products from the recycled material.

However, since the recycling process for vaporizer cartridges and pods is still an unknown given their complex material composition and the presence of residual nicotine, TerraCycle has committed to collecting the waste and conducting research and development trials in effort to develop an industry first recycling solution.

“Through this innovative, first of its kind program, HEET Sticks, VEEV devices and all brands of vaporizer cartridges and pods and their associated packaging are now nationally recyclable through the Smoke-Free Recycling Program,” said TerraCycle CEO and founder Tom Szaky. “By taking on the growing issue of non-combustible cigarettes and introducing a full-scale R&D trial for vaporizer cartridges and pods, we are showing we are committed to doing something about this growing waste stream and leading by example.”

While cigarette-related waste is still the most common form of litter in Canada, disposable vapes and cartridges are a growing category. The launch of this new recycling program is a proactive solution to protect the environment against any plastic, hazardous, and electronic waste present in the devices.

The Smoke-Free Recycling Program is open to any interested individual (19 years old and above), office, or community organization. For more information on TerraCycle's recycling programs, visit www.TerraCycle.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.

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