

PET OWNERS CAN NOW RECYCLE PET FOOD PACKAGING ACROSS THE UK

Mars Petcare has partnered with recycling experts TerraCycle to launch a free nationwide pet food packaging recycling scheme

Mars Petcare is inviting the whole petcare industry to join TerraCycle and themselves to expand the impact of the scheme through wider collaboration

Led by Mars Petcare brands WHISKAS® and JAMES WELLBELOVED®, the programme is open to any eligible packaging in the market

29th November 2018: Today, Mars Petcare UK and recycling experts TerraCycle have launched a nationwide pet food packaging recycling programme.

The *Pet Food Recycling Programme* – which is the first of its kind in the UK and Europe – will offer pet owners a free solution to transform waste packaging into useful items like park benches and fence posts. Led by Mars Petcare brands WHISKAS® and JAMES WELLBELOVED®, the scheme is open for pet owners to return any eligible packaging in the market for processing.

Mars Petcare is opening up the scheme further by inviting other pet food manufacturers to join TerraCycle and Mars to develop the programme and its impact through wider collaboration.

Deri Watkins, Managing Director Mars Petcare UK, said: *“Packaging waste is one of the most pressing issues we face today, and we know that pet owners are particularly engaged and passionate when it comes to issues that affect animals and our planet. That’s why it’s critical that businesses like ours pioneer new and innovative responses to the challenges around recycling and plastic waste. Our partnership with TerraCycle is an important part of this.*

If we want lasting change, we know we can’t do it alone. That’s why we’re inviting other pet food manufacturers to join us and TerraCycle to develop the Pet Food Recycling Programme and expand its impact through wider collaboration. Together, we can help tackle the industry-wide issue of packaging recyclability and dramatically reduce the environmental impact of pet food industry.”

Through the scheme, pet owners can drop off their used pet food packaging at a number of designated public drop-off locations positioned around the country, or free-post them directly to TerraCycle for recycling. Once the pouches have been collected, they will be sorted, cleaned and shredded. Any food residue is composted, and the packaging material is turned into small plastic pellets which can be converted into useful plastic items, such as park benches, furniture, fence posts or construction applications. Watch [this video](#) to find out more.

Pet owners will be able to return packaging products in the following formats:

- Wet petfood pouches, for example WHISKAS® Cat Pouches or JAMES WELLBELOVED® Dog Pouches

- Flexible plastic packaging for care and treats products, such as JAMES WELLBELOVED® Cracker Jacks or WHISKAS® Dentabites
- Flexible plastic packaging for dry pet food, including WHISKAS® Dry Complete cat food and JAMES WELLBELOVED® Grain Free range

The programme launches online today, with a number of public drop-off locations already in place around the UK.

The scheme is a positive short-term solution as Mars Inc. focuses on delivering its global commitment to ensure that 100% of its packaging will be recyclable by 2025. This goal is part of the company's \$1 billion global Sustainable in a Generation Plan, and today 90% of Mars Inc's packaging is widely recyclable.

TerraCycle specialise in hard to recycle materials, working with over one hundred major brands in twenty-one countries across the globe to collect used packaging and products that would otherwise be destined for landfill.

Laure Cucuron, General Manager, TerraCycle Europe adds: *"We're excited to be working with Mars Petcare brands WHISKAS® and JAMES WELLBELOVED® to launch the UK – and Europe's – first nationwide recycling programme for pet food packaging. It's vital that we work to reduce the amount of packaging that goes to landfill, and making this programme open to any eligible packaging in the market is a significant step towards achieving this."*

To find out more, please visit:

- <http://www.terracycle.co.uk/petfood>
- <https://www.whiskas.co.uk/terracycle>
- <https://www.wellbeloved.com/terracycle>

ENDS

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About Mars Petcare

Mars Petcare is a diverse and growing business with 75,000 Associates across 50+ countries dedicated to one purpose: A BETTER WORLD FOR PETS. With 75 years of experience, our portfolio of almost 50 brands serves the health and nutrition needs of the world's pets – including brands PEDIGREE®, WHISKAS®, ROYAL CANIN®, NUTRO™, GREENIES™, SHEBA® and CESAR® as well as The WALTHAM Centre for Pet Nutrition which has advanced research in the nutrition and health of pets for over 50 years. Mars Petcare is also a leading veterinary health provider through a network of over 2,000 pet hospitals including BANFIELD™, BLUEPEARL™, PET PARTNERS™, VCA™ and Linnaeus. We're also active in innovation and technology for pets, with WISDOM PANEL™ genetic health screening and DNA testing for dogs, the WHISTLE™ GPS dog tracker, and LEAP VENTURE STUDIO accelerator

and COMPANION FUND™ programs that drive innovation and disruption in the pet care industry. As a family business and guided by our principles, we are privileged with the flexibility to fight for what we believe in – and we choose to fight for: A BETTER WORLD FOR PETS.

About TerraCycle

Founded in 2001, TerraCycle (www.terracycle.co.uk) is the world's leader in the collection and reuse of non-recyclable post-consumer waste. TerraCycle works with over one hundred major brands in twenty-one countries across the globe to collect used packaging and products that would otherwise be destined for landfills. It repurposes that waste into new eco-friendly materials and products that are available online and through major retailers. The waste is collected through TerraCycle's National recycling programmes, which are free fundraisers that pay schools, charities and non-profits for every piece of waste they collect and return.

TerraCycle launched in the UK in September 2009 and currently runs collection programmes for cracker and biscuit wrappers, baby food pouches, writing instruments, air and home care waste, beauty care product packaging, Tassimo & L'OR coffee pod / TDISC waste and cigarette waste. Currently more than 2,098,894 individuals and organisations across the UK have signed up to collect, which to date has diverted over 50 million items of packaging waste from landfill (around the weight of a jumbo jet) while earning over £681, for schools, charities and non-profit organisations.