

Press Release

CAREX® LAUNCHES UK RECYCLING SOLUTION FOR HAND WASH PUMPS AND REFILL POUCHES

Carex® have partnered with TerraCycle® to offer a recycling solution for packaging from Carex, Imperial Leather® and Bayley's of Bond Street® hand wash pumps and refill pouches.

OCTOBER 2019: Carex has partnered with recycling experts TerraCycle to launch the Carex Recycling Programme, a free nationwide recycling programme for hand wash pumps and refill pouches in the UK.

The Carex Recycling Programme will enable people to recycle the plastic pumps from Carex, Imperial Leather and Bayley's of Bond Street hand washes as well as Carex refill pouches, whilst earning points which can be redeemed as a monetary reward for the Charity School or non-profit organization of the collector's choice.

Carex has been actively working to reduce its use of plastic. All Carex, Imperial Leather and Bayley's of Bond Street hand wash bottles and pumps are designed to be refilled and reused multiple times and the bottles are 100% recyclable. Carex bottles also now contain 30% post-consumer recycled (PCR) plastic. Carex was also the first hand wash brand to introduce refill pouches which save up to 85% plastic versus using the equivalent pump packs.

Hand wash pumps and refill pouches of any brand however, cannot currently be recycled through traditional UK council recycling systems, which is why Carex has partnered with TerraCycle to provide a simple way for consumers to be able to recycle them for the first time.

Through the new Carex Recycling Programme, consumers will now be able to recycle these materials by sending them for free to TerraCycle. Once received at the TerraCycle warehouse the pumps and refill pouches will be separated by composition and sent for processing. Plastics will be shredded and melted in to pellets which can be remolded to make new recycled products such as outdoor furniture and watering cans, reducing the need to create new virgin plastics, whilst metal springs from the pumps will be smelted for re-use.

Through the Carex Recycling Programme anyone can sign up to set up a public collection point on behalf of their local community by heading to <https://www.terracycle.com/en-GB/>. Joining the Carex Recycling Programme and sending waste to TerraCycle is completely free and for every kilogram sent in, TerraCycle will reward collectors with 100 TerraCycle points. Each point is worth £0.01 (100 points is £1.00) and can be redeemed towards the collectors chosen charity, school or non-profit of choice through their TerraCycle account.



Carex® hand wash refill pouches and caps



Carex®, Imperial Leather®, Bayley's of Bond Street® hand wash pumps



Pictured above: The accepted waste image showing all the types of packaging accepted on the Carex Recycling Programme.

Ian Henderson, Global Head of Brand, Carex commented: “Carex products are aimed at families who want to live life to the full without having to worry about dirt and germs. As awareness of the global plastics issue grows, we believe that Carex customers shouldn’t have to worry about the environmental impact of their hand wash so we are taking many steps to reduce our use of plastic. That’s why we have partnered with recycling experts TerraCycle to launch this new free recycling programme. The Carex Recycling Programme a is free and simple way for everyone to recycle their plastic pumps and refill pouches as easily as possible while at the same time raising funds for good causes.

Laure Cucuron, General Manager, TerraCycle Europe said: “Hand hygiene is hugely important, so we are very pleased to be working with Carex to ensure washing your hands doesn’t come at a cost to the planet. While hand wash bottles are widely recycled in the UK, we are delighted to be launching the Carex Recycling Programme so that people can now recycle their used handwash pumps and refill pouches as well.”

-ENDS-

For further information, contact:

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About Carex:

Carex is the UK's number 1 hand wash brand. We've been keeping hands healthy for over 25 years. Carex Original hand wash launched in 1993, and was the first antibacterial liquid hand wash in the UK. In 2015 we launched refill pouches so consumers can reduce plastic by refilling and reusing Carex packs.

Carex has since gone from strength to strength, and we now have a wide range of products for all the family, from a trusted brand in the kitchen to keeping little hands and bodies clean after messy play.

Carex looks after family skin health & hygiene, so families can get stuck into life.

For more about Carex and our eco promise go to www.carex.co.uk/ecopromise;

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 (its first market in Europe) and today operates in 12 European markets (UK, ROI, France, Germany, Netherlands, Belgium, Spain, Switzerland, Austria, Norway, Sweden and Denmark). In the UK TerraCycle currently runs collection programmes for cracker and biscuit wrappers, crisp packets, nuts, popcorn and pretzel packets, confectionery wrappers, contact lenses, baby food pouches, Pringles cans, bread packaging, writing instruments, disposable gloves, pet food packaging, air and home care waste, toothbrushes and toothpaste tubes, Aqua Optima water filters, personal care and beauty products / packaging, balloons, plastic ring holders, Tassimo & L'OR coffee pod / TDISC waste and cigarette waste. Currently more than 5,055,000 individuals and organisations across the UK have signed up to collect, which to date has diverted over 82 million items of packaging waste from landfill while earning over £966,000 for schools, charities and non-profit organisations.