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**TERRACYCLE VP, GLOBAL BUSINESS DEVELOPMENT, ANTHONY ROSSI  
TO SPEAK AT SUSTAINABLE BRANDS SB' 19 DETROIT**

**TRENTON, N.J., May 29, 2019** – Anthony Rossi, Vice President of Global Business development for international recycling company TerraCycle® is pleased to announce he has been selected to speak at the Sustainable Brands global flagship conference SB' 19 Detroit, scheduled to take place from June 3 – 6.

Speaking alongside Virginie Helias, Vice President and Chief Sustainability Officer for Proctor & Gamble; Tammy Kiper, Associate Director, Member & Advisory Services for Sustainable Brands and Simon Lowden, President, Global Snacks Group, PepsiCo, Rossi will address Loop - a first-of-its kind global e-commerce shopping platform that will enable consumers to responsibly consume a variety of products in customized, brand-specific, durable packaging that is collected, cleaned, refilled and reused.

“Loop’s mission is to end disposability and create a platform that makes sustainability available to everyone, by giving consumers choices and access to new products in beautiful packaging,” said Rossi. “I am proud to discuss Loop alongside this engaging community of speakers who are at the forefront of creating real change through business.”

In addition to the panel discussion TerraCycle will host a Good Life Pavilion, as part of the Innovation Expo, where the company’s ground-breaking recycling solutions will be showcased. Further, for use by the event’s attendees and in line with the focus of the SB' 19 Expo, TerraCycle will be providing ten of its Break Room Separation Zero Waste Boxes to collect such items such as coffee capsules, coffee and tea accessories, plastic packaging paper packaging and laminated paper packaging. To collect all of the non-recyclable and non-organic waste that is generated in the Expo’s food prep areas, TerraCycle will also be providing fifteen Kitchen Separation Zero Waste Boxes.

SB' 19 Detroit will showcase more than 3,000 business leaders and offer insight on how brands can stay relevant by delivering the Good Life consumers seek today, marked by balanced simplicity and connections to family, community and the environment. The conference is expected to provide early indicators of brands achieving this goal with success and provide frameworks for brands looking to stay ahead of the curve.

For more information on the event visit the conference website at [SB19Detroit.com](http://SB19Detroit.com) or call (415) 626-2212. For more information on TerraCycle’s and its innovative recycling programs, visit [www.terracycle.com](http://www.terracycle.com).

**About Sustainable Brands**

Sustainable Brands® is the premier global community of brand innovators who are shaping the future of commerce worldwide. Since 2006, our mission has been to inspire, engage and equip today's business and brand innovators to prosper for the near and long term by leading the way to a better future. Digitally published news articles and issues-focused conversation topics, internationally-known conferences and regional events, a robust e-learning library, and peer-to-peer membership groups all facilitate community engagement throughout the year. For more information visit [SustainableBrands.com](http://SustainableBrands.com).

### **About TerraCycle**

TerraCycle is an innovative waste management company with a mission to eliminate the idea of waste®. Operating nationally across 21 countries, TerraCycle partners with leading consumer product companies, retailers, cities, and facilities 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. TerraCycle has won over 200 awards for sustainability and has donated over \$44 million to schools and charities since its founding 15 years ago. To learn more about TerraCycle or get involved in its recycling programs, please visit [www.terracycle.com](http://www.terracycle.com).

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