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THE FUTURE IS NOW: TERRACYCLE® CEO PRESENTS A CRASH COURSE IN DESIGNING FOR THE CIRCULAR ECONOMY

**Tom Szaky teams up with 15 innovators in sustainability on fourth book
*The Future of Packaging: From Linear to Circular***

TRENTON, N.J., February 5, 2019 – Tom Szaky, founder and CEO of groundbreaking waste solutions company TerraCycle, is onto the next phase of his mission to eliminate waste. In his fourth book *The Future of Packaging: From Linear to Circular* (Berrett-Koehler Publishers, 2019), Szaky offers a roadmap out of the modern waste crisis through packaging design.

Designed to be a primer on packaging design for the circular economy, *The Future of Packaging* integrates perspectives from Szaky and 15 innovators in sustainability – including government leaders, corporate risk takers and international waste management experts – to create a guide that can help everyone from a small startup to a large corporation move towards a future of innovation and growth with less waste.

The co-authors for *The Future of Packaging: From Linear to Circular* are:

- Attila Turos, former Lead, Future of Production Initiative, World Economic Forum
- Christine “Christie” Todd Whitman, President, The Whitman Strategy Group; former Governor of New Jersey; and former Administrator, Environmental Protection Agency
- Jean-Marc Boursier, Group Senior Executive Vice President, Finance and Recycling Recovery (Northern Europe), SUEZ
- Scott Cassel, founder and CEO, Product Stewardship Institute
- Stephen Sikra, Global Lead, Packaging Material Science & Technology, Procter & Gamble
- Ron Gonen, cofounder and Managing Partner, Closed Loop Partners, and cofounder and former CEO, Recyclebank
- Michael Manna, founder and Managing Director, Organic Recycling Solutions
- Chris Daly, Chief Sustainability Officer, PepsiCo Western Europe
- Lisa McTigue Pierce, Executive Editor, *Packaging Digest*
- Tony Dunning, Group Director, Manufacturing Sustainability, Unilever
- KoAnn Skrzyniarz, founder and CEO, Sustainable Life Media and Sustainable Brands
- Raphael Bemporad, and Liz Schroeter Courtney, BBMG

- Virginie Helias, Vice President, Global Sustainability, Procter & Gamble
- Lisa Jennings, Vice President, Global Hair Acceleration, Procter & Gamble

Called “a crash course for designing for the circular economy” by Unilever CEO Paul Polman, *The Future of Packaging* contextualizes the historical and economic factors which spurred modern society’s “business as usual” preoccupation with disposability, explains the current state of manufacturing, recycling and resource management, and inspires critical thinking about the true function of our packaging.

“Acknowledging the tall order of changing course away from climate catastrophe means addressing it from several angles,” says author Tom Szaky. “I have had the privilege to co-author this book with the best minds in the global packaging movement—folks who have been championing this new frame of thinking for decades. Together, they provide the tools for anyone, consumer to corporation, interested in innovating upwards out of this mess and into abundance.”

Topics include the evolution of plastic and recommendations and “watch-outs” for producing and consuming in the circular economy. For instance, biodegradable and bio-based plastics may not be as “green” or sustainable as marketed, black plastics are typically non-recyclable, and though lighter in weight, packaging such as pouches and cartons take a heavy toll on the planet. These and more in the book designed to empower champions for change and a more sustainable future.

The Future of Packaging: From Linear to Circular is available everywhere February 5, 2019 and is currently available on Amazon and Barnes and Noble for pre-order.

To learn more about TerraCycle and its mission to Eliminate the Idea of Waste, please visit www.terracycle.com.

About TerraCycle

TerraCycle is the world’s leader in the collection and repurposing of complex waste streams, ranging from used cigarette butts to coffee capsules to ocean plastic to oral and beauty care products and packaging. The waste is collected through manufacturer-funded programs that are free to the public, as well as Zero Waste Boxes that are purchased by end users for recycling from homes, offices, factories and public spaces. The collected waste is converted into a variety of raw materials that are sold to manufacturers that produce new products. Each year, across 21 countries, TerraCycle collects and repurposes billions of pieces of waste, donating millions of dollars to schools and charities in the process. To learn more about TerraCycle or get involved in its recycling programs, please visit www.terracycle.com.

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