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LOCAL SMALL BUSINESS TAKES ACTION TO MINIMIZE PLASTIC FOOTPRINT

Sydney Hale Co. Recycles the Unrecyclable With Help of Zero Waste Boxes from TerraCycle®

RICHMOND, Virginia. (January 6, 2020) - Sydney Hale Co., a fine home fragrances company, has teamed up with TerraCycle to reduce their plastic waste through the Zero Waste Box program. As a small manufacturing business, Sydney Hale Co. is committed to combating plastic pollution by being mindful of their waste production.

The company found many of their plastic byproducts weren't applicable for standard, local recycling. By placing All-In-One Zero Waste Boxes and Plastic Packaging Zero Waste Boxes in the company's warehouse and kitchen space, the Sydney Hale Co. team can easily recycle these plastic byproducts and other conventionally unrecyclable waste. Now almost 100% of their plastic packaging waste is either going directly into TerraCycle's Zero Waste Boxes or local recycling.

Like most plastic packaging, this conventionally unrecyclable waste would have otherwise been landfilled, incinerated, or may have even contributed to the pollution of marine habitats. The collected packaging will now be recycled into a variety of new products such as park benches, bike racks, shipping pallets and recycling bins.

TerraCycle, the world's leader in the collection and repurposing of complex waste streams, created the Zero Waste Box program to provide solutions for difficult-to-recycle waste that cannot be recycled through TerraCycle's brand-sponsored, national recycling programs or via standard municipal recycling. With the implementation of Zero Waste Boxes, Sydney Hale Co. only fills one bag of trash by the end of each production week.

"Even as a small business, we're going to find ways to reduce our waste and do our part to combat the global plastic crisis," says Chris Cook, business manager at Sydney Hale Co.

Sydney Hale Co. began using TerraCycle Zero Waste Boxes in July 2018. Since then, the company has filled and returned 20 of the large boxes. Sydney Hale Co. also takes advantage of the many sales and promotions TerraCycle offers, including the recent Black Friday sale where they purchased an additional 8 boxes to tackle production waste in 2020.

"Despite the cost, we see the clear value in what TerraCycle is able to do with their technology to turn plastic waste into new materials and keep the plastic out of the landfill," says Cook.

More information regarding Sydney Hale Co. can be found by visiting their website, <https://sydneyhaleco.com/>. All collected materials from the Zero Waste Box program are sent to TerraCycle for recycling, where they undergo a series of treatments before getting turned into new items. For more information on TerraCycle, please visit www.TerraCycle.com.

TerraCycle offers Zero Waste Boxes for nearly every category of waste. By purchasing Zero Waste Boxes, companies and consumers save trash from landfills and help reach TerraCycle's goal of creating a waste-free world.

About Sydney Hale Company

Sydney Hale Co. was established in Northern Virginia in 2008 and is now formulating and hand producing all of our products in the Manchester neighborhood of Richmond, VA. Our objective has always been to formulate beautiful products of the highest quality here in the USA, to reduce the stress on landfills through our choice of packaging materials, and to support animal rescue by donating 10% of our profits to organizations working for the cause. We love working with our hands and creating things for people to enjoy in their daily lives. And we believe if you are going to do something, you should make it matter. Thank you for choosing our creations!

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 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 also sells Zero Waste Boxes that are purchased by end users to recycle items in offices, homes, factories and public facilities. 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.com.

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