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CONTACT:

Shaye DiPasquale

TerraCycle

908.415.3424

shaye.dipasquale@terraCycle.com

LOCAL SMALL BUSINESS INTRODUCES NEW INITIATIVE TO MINIMIZE PLASTIC FOOTPRINT

Simple Good Reinforces Commitment to Sustainability with Help of Zero Waste Boxes from TerraCycle®

PORT JEFFERSON, New York. (January 6th, 2020) - Simple Good, Long Island's first zero-waste lifestyle shop, has teamed up with TerraCycle to reduce their plastic packaging waste through the Zero Waste Box program. As a company, Simple Good takes sustainability very seriously when it comes to sourcing products for the shop. The team spends hours on product research, looking for vendors whose products, packaging and shipping materials are plastic-free whenever possible.

In some cases, it is not possible for vendors to ship product to Simple Good's shop without using some plastic shipping materials, such as packing peanuts, bubble wrap or plastic bags. By placing the Plastic Packaging Zero Waste Box in the shop's inventory room, Simple Good can conveniently recycle rigid and flexible plastic packaging used by makers to send shipments to the shop.

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. Simple Good decided to use a box that would accommodate their specific needs in order to address their plastic packaging waste.

In addition to employing the Zero Waste Box program, Simple Good also hosts free in-store classes and workshops on composting, recycling and going zero-waste. The shop prides itself on ensuring its commitment to the environment while educating the community on ways to adopt a zero-waste lifestyle.

"Using TerraCycle's Zero Waste Box program was a goal of our zero waste shop since we opened 5 months ago," says Melanie Gonzalez, founder of Simple Good. "We always cover TerraCycle in our free in-shop recycling and zero-waste classes. By having a zero-waste box in store, we hope people will feel encouraged to begin their own TerraCycle program at home!"

More information regarding Simple Good can be found by visiting their website, www.simplegoodgifts.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 Simple Good

At Simple Good, we put people and planet above profits and carefully curate goods that are sustainable, ethical, eco-friendly, vegan and organic. We carry zero-waste essentials and are a package free shop.

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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