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**LOCALLY-BASED ETHICAL ONLINE JEWELRY RETAILER ACHIEVES  
SUSTAINABILITY GOALS WITH HELP FROM TERRACYCLE® RECYCLING  
SOLUTION**

*Ornata Jewelry, a handmade, USA-based jewelry design company, reinforces Commitment to Sustainability with Help of Zero Waste Boxes*

**SARASOTA, Florida (November 4, 2019)** – Ornata Jewelry®, a Florida-based, online jewelry retailer that prides itself on ethically-sourced materials and environmentally-friendly initiatives, has teamed-up with TerraCycle® to recycle traditionally non-recyclable plastic packaging through the Zero Waste Box program.

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.

In addition to employing the Zero Waste Box program, Ornata Jewelry also ships all orders in ecofriendly boxes that are not only recyclable but also meet Sustainable Forestry Initiative (SFI) and Forest Stewardship Council (FSC) certification standards. Likewise, the brand uses recycled sterling silver whenever possible and utilizes packaging paper that is produced carbon neutrally.

By placing the Zero Waste Boxes in their studio, Ornata Jewelry is ensuring its commitment to the environment by recycling waste that is otherwise unrecyclable. Through recycling common types of plastic packaging that its supplies are shipped in, like plastic bags, Ornata Jewelry is not only diverting waste from landfills but is simultaneously instilling sentiments of sustainability within their industry and the community of online retailers.

“It can serve as a model for other small businesses and allow our customers to feel good about the positive environmental impact of their purchases,” says Christine from Ornata Jewelry.

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 standard municipal recycling. Ornata Jewelry decided to use a box that would accommodate their specific needs in order to address their supply packaging waste.

A company committed to sustainable and ethical practices, Ornata Jewelry stated, “We believe in our world and understand that its future depends on our actions, both the big and the small. Consciously logging what we use and its effect on the earth heightens our awareness and naturally leads to positive changes in our behavior.”

More information regarding Ornata Jewelry can be found by visiting their website, [www.ornatajewelry.com/](http://www.ornatajewelry.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](http://www.TerraCycle.com).

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

### **About Ornata Jewelry**

Ornata jewelry is an online retailer of jewelry that is handmade in the USA. They do their best to ethically source and use "green" components whenever possible, treading lightly on the earth and its people. The vast majority of their materials are sourced domestically and care is taken to purchase components from ethical and ecologically-minded manufacturers.

### **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](http://www.terracycle.com).

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