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LOCAL CLOTHING COMPANY ACHIEVES SUSTAINABILITY GOALS WITH HELP FROM INNOVATIVE RECYCLING SOLUTION

Vert Toi®, an Environmentally-Conscious Clothing Company, Reinforces Commitment to Sustainability with Help of Zero Waste Boxes from TerraCycle®

BALTIMORE, MD (July 30, 2019) – In response to the cycle of waste that plagues much of the modern fashion industry, Vert Toi was founded in adherence to the United Nation's 17 sustainable development goals as an environmentally-responsible clothing company. Understanding that most discarded clothes are burned or landfilled, Vert Toi has established a free mail-in recycling initiative that allows customers to send-back the brand's organic cotton tees after their final use. Supported by TerraCycle's Zero Waste Box program, the fabrics are segregated into their respective material categories, such as nylons or cottons, and then reused, upcycled or recycled as appropriate.

Along with offering a GOTS-certified organic cotton tee that is produced in a fair-trade certified factory and shipped in plastic free, recycled or biodegradable packaging, the brand now diverts clothing and fabric waste from landfills, incinerators, or even our shared waterways. In addition to added peace-of-mind, any customer who recycles their Vert Toi tee through the program receives a 20% discount on a replacement shirt.

"I had the idea to create a basic, organic cotton tee that has a place to go at the end of its life after hauling countless unwanted and honestly unwearable garments to my local donation center, not knowing where they'd really go," says Tina Montanarelli, owner and founder of Vert Toi. "The impact I feel I'm making on recycling is the creation of a true circular apparel brand from the start, that won't cause any harm to the planet, from farming to production to disposal."

Understanding that many consumers forgo sustainability for sheer convenience, Vert Toi uses TerraCycle's Zero Waste Boxes to bridge the gap between an individual's personal well-being and that of the planet. 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 products such as park benches, bike racks, shipping pallets and recycling bins. For more information on TerraCycle, please visit 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 Vert Toi

The name Vert Toi translates to "Green You" in French. It represents the company's commitment to change the fashion industry from linear to circular. Vert Toi's tees also meet all 17 of the UN's

Sustainable Development Goals. They've designed their products to last long and be recycled. You can do your part to support and grow the organic and fair-trade fashion industry and keep clothing out of the landfill by visiting Vert Toi's website <https://verttoi.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.

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