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**LOCAL SMALL BUSINESS HELPS COMMUNITY MINIMIZE PLASTIC FOOTPRINT**

***Refill Revolution helps neighbors recycle the unrecyclable with TerraCycle's Zero Waste Boxes***

**BOULDER, Colorado (July 9, 2019)** – Refill Revolution, a company that sells bulk bath, body and home products in refillable, re-usable packaging, has teamed-up with TerraCycle to provide their community with a convenient solution to recycle traditionally non-recyclable waste through the Zero Waste Box program.

By placing the Beauty Product Packaging, Pet Food Packaging, and Bottle Caps Zero Waste Boxes in their store front, Refill Revolution is helping neighbors divert waste from landfills while simultaneously also instilling sentiments of sustainability throughout the community. In addition to forgoing single-use packaging for reusable alternatives, the company further reduces their environmental footprint by participating in TerraCycle's Late July® Snacks Recycling Program. Refill Revolution encourages neighbors to drop-off their empty Late July® packaging in addition to the above-mentioned waste.

"I didn't want to necessarily encourage people to create trash, but I understand that everyone has different needs and I wanted to help people out with their needs" says representative Brit La Gesse. "I think it is important to offer, to show that it's not current possible to be "zero-waste in our society."

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. Refill Revolution decided to use a box that would accommodate customers' specific needs to fill the void of what cannot be recycled in the local community.

The Zero Waste Box has already made a difference for locals. Refill Revolution reports that residents love having a drop-off for conventionally unrecyclable items and their commitment is raising recycling awareness in the community in general.

"I think this brings more awareness to how we can make even less trash" says La Gesse. "It's hopeful listening to people try and figure out how they can do that".

**About Refill Revolution**

Refill Revolution is a zero-waste store dedicated to helping people reduce their waste through bulk refills, reusable products, and products packaged in sustainable packaging that will not contribute to the landfill.

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

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