

# preserve<sup>®</sup>

Nothing wasted. Everything gained.<sup>™</sup>

## Responsible Packaging Forum

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9-24-2011



# Meet Preserve

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Preserve is a leading sustainable consumer goods company and producer of stylish 100% recycled household products.



Preserve empowers people to make everyday choices that are better for the earth while offering real solutions without compromise.

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# Our Manifesto

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Products are more than just products. They have implications far beyond the box or the bag. Each one carries a cost. As environmentally responsible thinking expands, people will hold what they buy and who they buy it from to higher standards. The day and age of straightforward consumption is fast coming to a close.



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# EPR: Product Systems

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# Preserve Mail Back Pack

We pay the postage to have your Preserve returned to us.



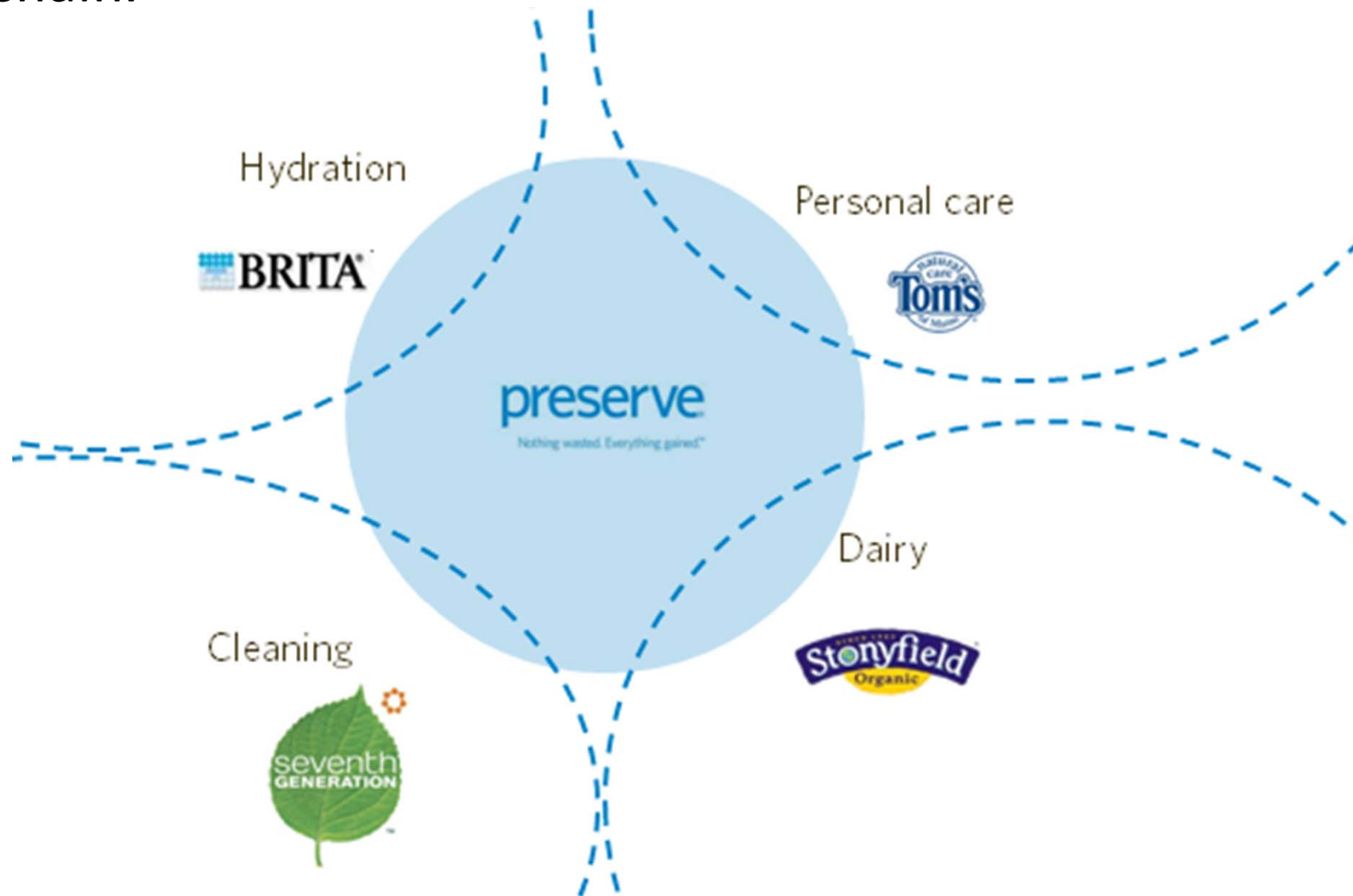


# EPR: Shared Supply Chain



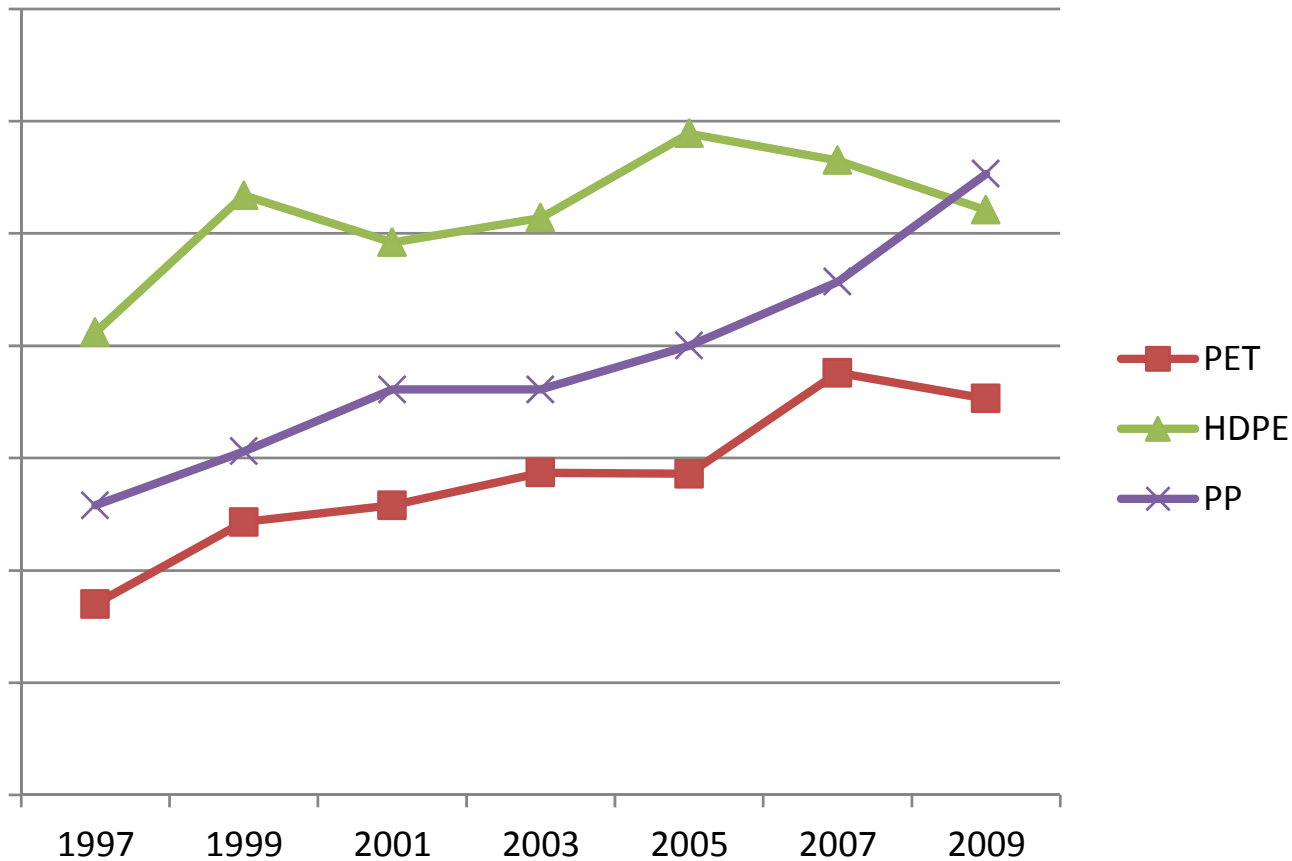
# Preserve and EPR

Preserve creates closed loop systems for a shared supply chain.

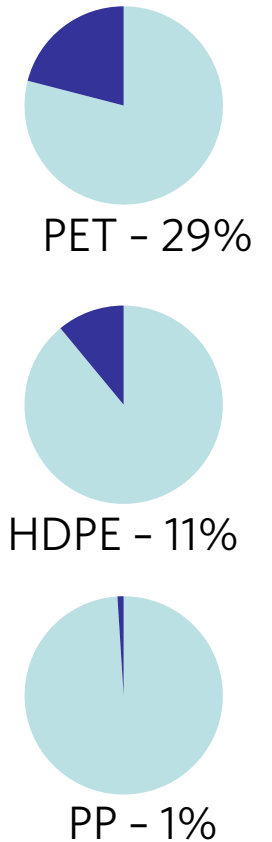


# The Need for #5 Recycling

## Total Plastic Production in the USA



## Recycling Rates



#5 use is rising while recycling rates remain low

# Gimme 5 at Whole Foods Market

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# Gimme 5 brings together partners

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Founding Partners:



Supporting Partners:



Retail partner:



# Impact: Collection Results

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**2011**  
(projected collection data)



**ten**



**220**



**196k**  
pounds



**12.6** million  
6 oz yogurt cups

# Gimme 5 in 2012 and beyond



# Thank You



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[preserveproducts.com](http://preserveproducts.com)

# Preserve Mail Back Pack Advantages

Compared to convention blister pack:

- Source Reduction: 55% reduction in total weight of packaging material
- GHG Emissions: 69% reduction
- Water Consumption: 89% reduction
- Fossil Fuel Consumption: 52% reduction
- Waste: 42% reduction in solid waste to landfill



Sustainable Packaging Coalition COMPASS tool; blister pack comprised of PET and paperboard,

# Mail Back Pack Toothbrush

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**The new Preserve  
Toothbrush packaging  
tells a story on the shelf.**



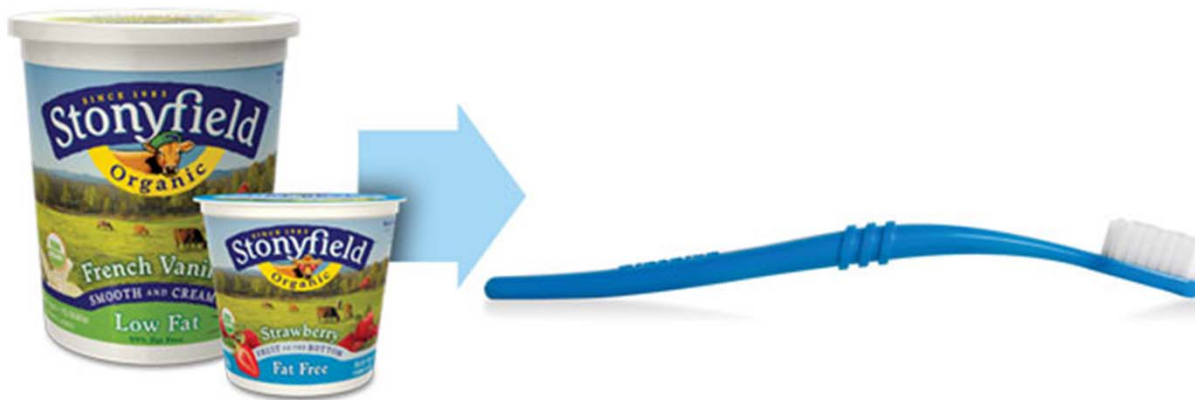
# Material Stewardship - Step 1

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Make your waste a feedstock for another company's production.

- **Directed Recycling** - direct #5 waste from your manufacturing processes into our transparent recycling program.

Gimme 5 can manage your collected #5 with our network of manufacturers, reprocessors, brands and retailers



Gimme 5 founding member, Stonyfield, partners with Preserve.

# Material Stewardship - Step 2

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Waste is an output to be prevented but also an input to be designed.

- **Design for Recycling** - Design your #5 product/package for recycling.

Leveraging Preserve's award-winning sustainable design expertise, Gimme 5 recommends best practices for today's recycling infrastructure and helps members prepare for and influence the recycling infrastructure of the future.



Tom's of Maine worked with Preserve to develop their all #5 deodorant canister.



Seventh Generation messages recyclability of their detergent caps with a #5 stamp.

# Material Stewardship - Step 3

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Capture waste to create a feedstock.

- **Takeback** - Collect your # 5 with post-consumer collection programs.

Gimme 5 will promote and collect your #5 product/package in our collection system at Whole Foods Market and natural foods retailers.



The Gimme 5  
recycling program  
with over 220  
collection locations

# Material Stewardship - Step 4

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Source waste as a feedstock.

- **Source Recycled** - source recycled #5 to make your product/package.

Gimme 5 will work with your supply chain and our network of recyclers and compounders to develop a viable, recycled material for your application and supply chain.



Burt's Bees display made in part from Gimme 5 collected #5 materials

# Intelligent Materials Pools

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Intelligent Materials Pools are collaborations between companies used to reduce the impact of materials in our society. They employ systems thinking to develop materials and material systems.

- A common supply of materials is shared among partners.
- Information and buying power is pooled together.
- Design efforts applied across company supply chains to favor materials that
  - reduce toxins,
  - reduce waste and that are
  - easier to recover and reuse.

# Mail Back Pack Results

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- Packaging Footprint: < 50%
- Recycling Rate Increase: > 400%
- Retail Turns: > 40%
- Margin Improvement: +12%

# Overview of Gimme 5

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Preserve's Gimme 5 program is dedicated to increasing #5 plastics recycling in the USA.

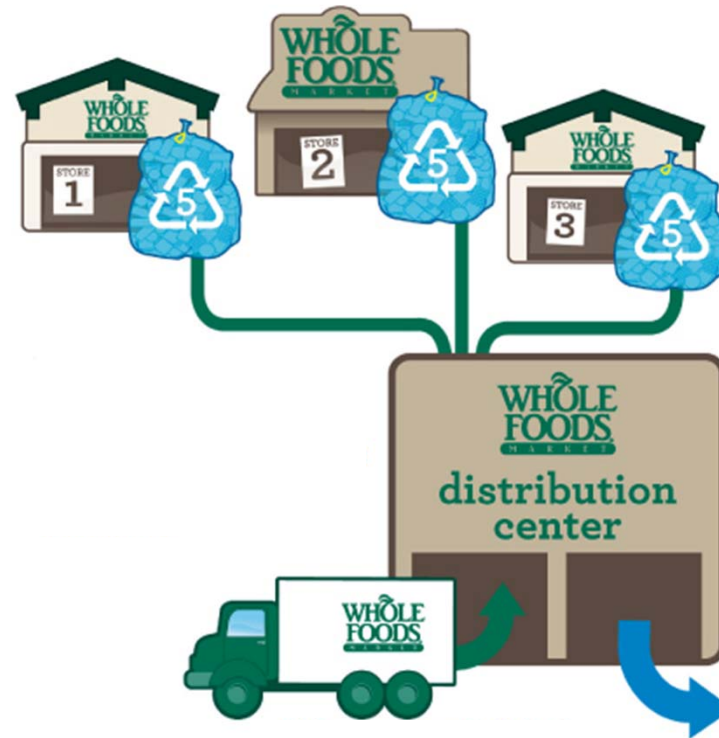
- Bringing together retailers, brands, manufacturers and plastic reprocessors.
- 15 years of experience with recycled #5 - designing, manufacturing and recycling.

Aimed at building effective solutions for our materials flows, Gimme 5 is built upon a vision of intelligent material pools. Members cooperate to manage a pool of #5 plastic to prevent waste and promote recycling.



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# Gimme 5 at Whole Foods Market



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