

Zero Waste Box™ Communication Guidelines

Helping you promote your recycling solution





ABOUT ZERO WASTE BOX™

Thank you for choosing us to help your business meet its sustainability goals!

We are looking forward to working with you and **have put together this guide to help you promote your recycling efforts across various audiences.**

Favoured by both individuals and businesses around the globe, **Zero Waste Box™ is a recycling solution for hard-to-recycle materials**, developed by award-winning waste experts at TerraCycle®.

From coffee capsules and snack wrappers to the entire contents of your bathroom, the Zero Waste Box™ system is an all-inclusive recycling solution for waste that isn't currently recycled through local councils or traditional recycling facilities.





COMMUNICATING ABOUT YOUR RECYCLING SOLUTION



For many businesses that proactively seek out sustainable companies to work with, Zero Waste Boxes™ are an integral part of their overall recycling solution.

Here are **a few approved examples you can use** as a guide when talking about the efforts your brand is making with Zero Waste Boxes:



We are recycling our products with TerraCycle® via their Zero Waste Box™ solution.



Our company uses the Zero Waste Box™ by TerraCycle® to recycle our packaging/waste.



Once your packaging waste is returned to us, it is put in our Zero Waste Box™ then shipped to TerraCycle® where it is sorted, turned into plastic granules and transformed into new products.'



COMMUNICATING ABOUT YOUR RECYCLING SOLUTION



However you must not say:



Our company has **partnered** with TerraCycle® to recycle the packaging.'

The term 'partner' is reserved for companies who have either contractually signed a partnership or launched a national recycling program with us.

If you would like to discuss how to set up a partnership with TerraCycle®, please email zwb.anz@terracecycle.com.



PROMOTING YOUR ZERO WASTE BOX™ RECYCLING SOLUTION

Naturally, you'll want to spread the word about your work towards a more sustainable future. Here are a few effective channels you may want to utilise:

- Across your website and social media platforms.
- Customer and supplier newsletters.
- Internally to educate staff about the importance of recycling.

We also **encourage you to use the following approved statement wherever you need to promote your initiative**, which you can adapt to fit your brand:

"<< Insert BRAND name here >> is thrilled to offer an innovative recycling solution for << Insert PRODUCT name here >>. Simply return your empty packaging to us and it will be packed in our Zero Waste Box™ and sent for recycling. The Zero Waste Box system is an all-in-one recycling solution from TerraCycle®. Everything collected through the box is sorted and processed into raw materials that can be reused instead of being sent to landfill."

The Marketing and Communication teams at TerraCycle Australia are happy to help you promote your use of Zero Waste Boxes, just email: zwb.anz@terracecycle.com.



@TerraCycleaustralia



@TerracycleAUS



@TerraCycleaust

**Why not follow us
and stay up to date
with the Zero Waste Box
community?**



ZERO WASTE BOX™ LOGO



We provide our B2B customers with a specific logo to promote Zero Waste Box™ on their website or marketing collateral.

If you are one of our B2B customers and would like to use the logo please email zwb.anz@terracycle.com with the preferred format. Note the limitations when promoting Zero Waste Box™ and your brand, outlined on page 7.



IMPORTANT REMINDERS

Please make sure to always adhere to the following when communicating about Zero Waste Box™ or TerraCycle® on any marketing material:

- ✓ Use '™' after the first use of Zero Waste Box™.
- ✓ Use a registered trademark after the first use of TerraCycle®.
- ✓ The "C" in TerraCycle® must be capitalised.
- ✓ URLs (links) should all be lowercase.

Please DO NOT:

- ✗ Use the TerraCycle® logo - this is reserved for our brand partners.
- ✗ Use either the TerraCycle® or the Zero Waste Box™ logo on any of your packaging.
- ✗ Use the Zero Waste Box™ logo without our expressed permission as per section 9 of our [Terms and Conditions](#).
- ✗ Claim that your business has 'partnered' with TerraCycle®.
- ✗ Claim that your business has a 'recycling program with TerraCycle®'.



ANY QUESTIONS?

Our Zero Waste Box™ team is here to help you maximise the success of your recycling solution.

Contact us today!

Email: zwb.anz@terraCycle.com

Call TerraCycle®'s Customer Support team on 1800 983 324.