

# Zero Waste Box™ Communication Guidelines

Helping you promote your recycling solution





# INTRODUCTION




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.**

Don't hesitate to subscribe to our newsletter to receive information about the recycling industry, the circular economy and our latest promotions!

 [@TerraCycleAustralia](https://www.facebook.com/TerraCycleAustralia)

 [@TerraCycleAus](https://www.instagram.com/TerraCycleAus)

 [TerraCycle Australia & New Zealand](https://www.linkedin.com/company/TerraCycle-Australia-&New-Zealand)

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



# ABOUT ZERO WASTE BOX™

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



Here are a few approved examples you can use as a guide for marketing communications when talking about the efforts your brand is making with Zero Waste Box™ (excluding messaging on goods packaging):



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



**Our company uses Zero Waste Box™ by TerraCycle® to recycle our packaging/waste that are not currently recycled by traditional recycling facilities.**



**Once your packaging/waste is returned to us, it is put in our Zero Waste Box™ then shipped to TerraCycle® where it is sorted, broken down into raw materials and transformed into new products.**



# COMMUNICATING ABOUT YOUR RECYCLING SOLUTION



However, you must not say:



Our company has partnered with TerraCycle® to recycle your 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@terraCycle.com](mailto:zwb.anz@terraCycle.com).



# PROMOTING YOUR ZERO WASTE BOX™ RECYCLING SOLUTION

Naturally, you'll want to spread the word about how you're using Zero Waste Box™ and working towards a more sustainable future. Here are a few effective channels you may want to utilise:

- Communicate on your website and social media platforms.
- Inform your customers and suppliers in your newsletters.
- Educate staff internally 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/PACKAGING name here >>.**

**Simply place your empty packaging/products in our Zero Waste Box™ located at/in**

**<<Insert LOCATION here >>.**

***These boxes will then be sent to TerraCycle® for recycling. So, instead of ending up in landfills or incinerators, the contents of the box will be sorted and turned into raw materials that can be reused.***





# 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](mailto:zwb.anz@terracycle.com) with the preferred format.

**Please note that any use of our logo must be approved in advance by our teams.** The limitations when promoting Zero Waste Box™ and your brand are outlined on page 7.

Please do not hesitate to contact us if you would like further information or validation of your communication materials mentioning Zero Waste Box™.



# 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 Zero Waste Box™.



Use a registered trademark after 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 or marketing communications.



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](mailto:zwb.anz@terraCycle.com)

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

