

LOCAL SMALL BUSINESS INTRODUCES NEW INITIATIVE TO MINIMIZE PLASTIC FOOTPRINT

Criterion Chemistries and The Clean Up Project Help Community Recycle the Unrecyclable with Zero Waste Boxes from TerraCycle®

Birmingham, Alabama. (January 7th, 2020) - Criterion Chemistries and The Clean Up Project have teamed up with TerraCycle to responsibly dispose of waste generated through their businesses and to offer a community recycling program for hard to recycle items through the Zero Waste Box program.

Every year, approximately 5.5 million tons of plastic waste is generated by laboratories and research institutions around the world. In an effort to work towards a zero-waste lab, Criterion Chemistries uses the Centrifuge Tubes & Rigid Lab Plastics Zero Waste Box to collect and recycle non-hazardous lab disposables.



Like most single-use plastics, this conventionally unrecyclable waste would have otherwise been landfilled, incinerated, or may have even contributed to the pollution of marine habitats. The collected packaging will now be recycled into a variety of new products such as park benches, bike racks, shipping pallets and recycling bins.

In October, Criterion Chemistries partnered with local environmental initiative, The Clean Up Project to collect Halloween candy wrappers with the TerraCycle Candy and Snack Wrappers Zero Waste Box. The collection went over so well in the community that both organizations

decided to continue offering different Zero Waste Boxes and recycling programs throughout the year.

The Clean Up Project participates in the Colgate® Oral Care Recycling Program by collecting dental care products in the community.

“TerraCycle has played such a huge part in our efforts, allowing us to encourage better recycling habits in our community, reduce the waste going to landfills, and highlight the amount of waste the average American creates each day,” says Mary Liz Ingram, founder of The Clean Up Project.

Criterion Chemistries recognized a lack of local recycling programs for common household items such as incandescent light bulbs and single use batteries. By placing the Incandescent Light Bulbs Zero Waste Box and the Alkaline Batteries Zero Waste Box in their office for community drop-off, Criterion Chemistries makes it easy and convenient for locals to recycle waste that is otherwise unrecyclable in the Birmingham area. The team even placed extra collection bins outside, allowing people to drop off light bulbs and single-use batteries when the office is closed. Criterion Chemistries advocates for people to replace these single-use items with LED lights and rechargeable batteries going forward.

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. Criterion Chemistries and The Clean Up Project decided to use boxes that would accommodate their specific needs as well as offer free recycling options in the community.

“We care about what happens not just in our life times, but in generations to follow,” says Criterion Chemistries COO Alexis McBrayer, Ph.D. “We need to do our part to do business as ethically and responsibly as possible.”

More information regarding Criterion Chemistries can be found by visiting their website, <https://criterionchemistries.com/>. More information regarding The Clean Up Project and their Cleanup Products can be found by visiting their website, <https://www.thisonegoodlife.com/clean-up-products>. 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 items. For more information on TerraCycle, please visit www.TerraCycle.com.

TerraCycle offers Zero Waste Boxes for nearly every category of waste. By purchasing Zero Waste Boxes, companies and consumers save trash from landfills and help reach TerraCycle’s goal of creating a waste-free world.