

preserve[®]

Nothing wasted. Everything gained.[®]

Preserve Gimme 5

2018



Meet Preserve

A leading sustainable consumer goods company and producer of stylish 100% recycled household products.



Preserve **transforms yogurt cups into toothbrushes** and take-out containers into tableware. Through innovations in recycled materials and sustainable design, Preserve has been creating more resourceful & less impactful ways to make everyday products for the kitchen, table, and bath since 1996.



- **Category Leader:** #1 selling products in the natural channel in three categories in the U.S. according to SPINS
- **100% recycled plastics:** Saving energy, preserving natural resources and creating an incentive to recycle
- **Made in the USA** and **BPA-Free**
- **Leader in Extended Producer Responsibility:** In 2007, Preserve created an innovative take-back program, Gimme 5, to accept #5 plastics and transform them into new Preserve products
- **Penchant for partnerships:** Preserve partners with 5 leading U.S. green brands along with premier product design, manufacturing, and sales & marketing firms to bring together thought leaders to drive industry change.

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MISSION-DRIVEN
CERTIFIED B CORP

.....
CREATED GIMME 5 RECYCLING PROGRAM
TO DIVERT WASTE FROM LANDFILLS,
SAVING VALUABLE RESOURCES
.....


CRUELTY-FREE 

.....
PARTNERS WITH STONYFIELD,[®]
BRITA[®] & PLUM ORGANICS[®] TO OFFER
INNOVATIVE RECYCLING SOLUTIONS
.....



 MADE IN USA

.....
TRANSFORMED 3.5 MILLION
POUNDS OF RECYCLED PLASTIC
INTO NEW PRODUCTS SINCE 1996
.....

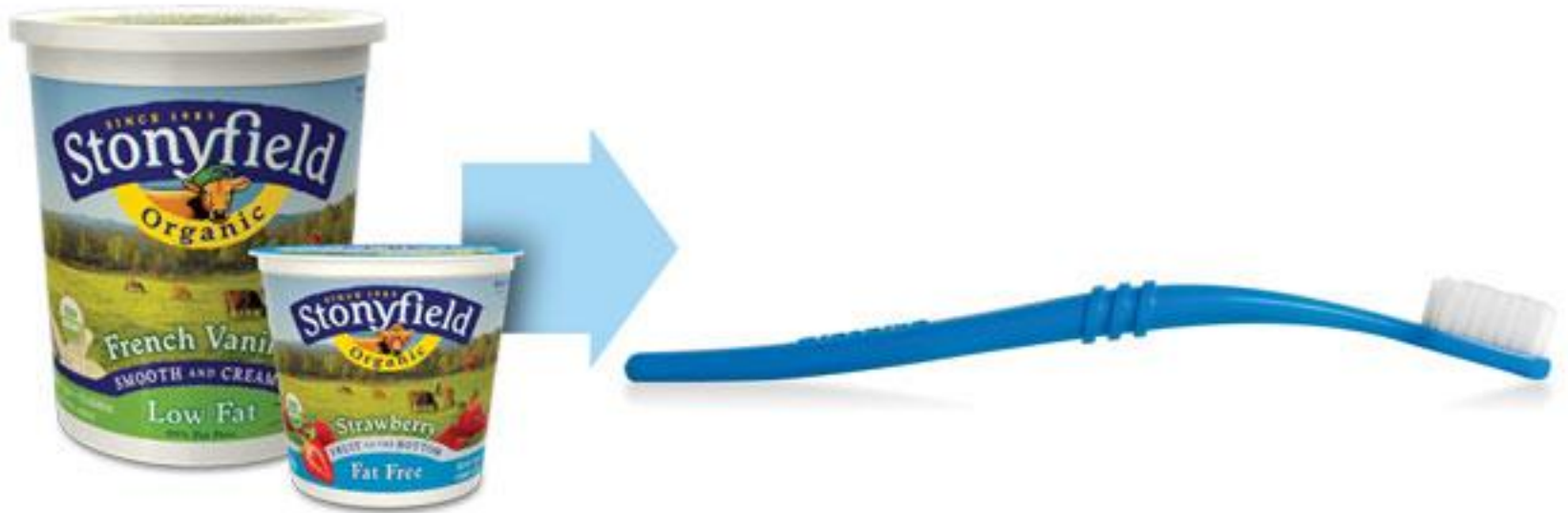
MADE FROM 100% 
RECYCLED MATERIALS

.....
DESIGN & COLORS INSPIRED BY NATURE
.....

BPA-FREE

#1 selling toothbrush in natural channel for more than 10 years

Reusing Earth's Resources



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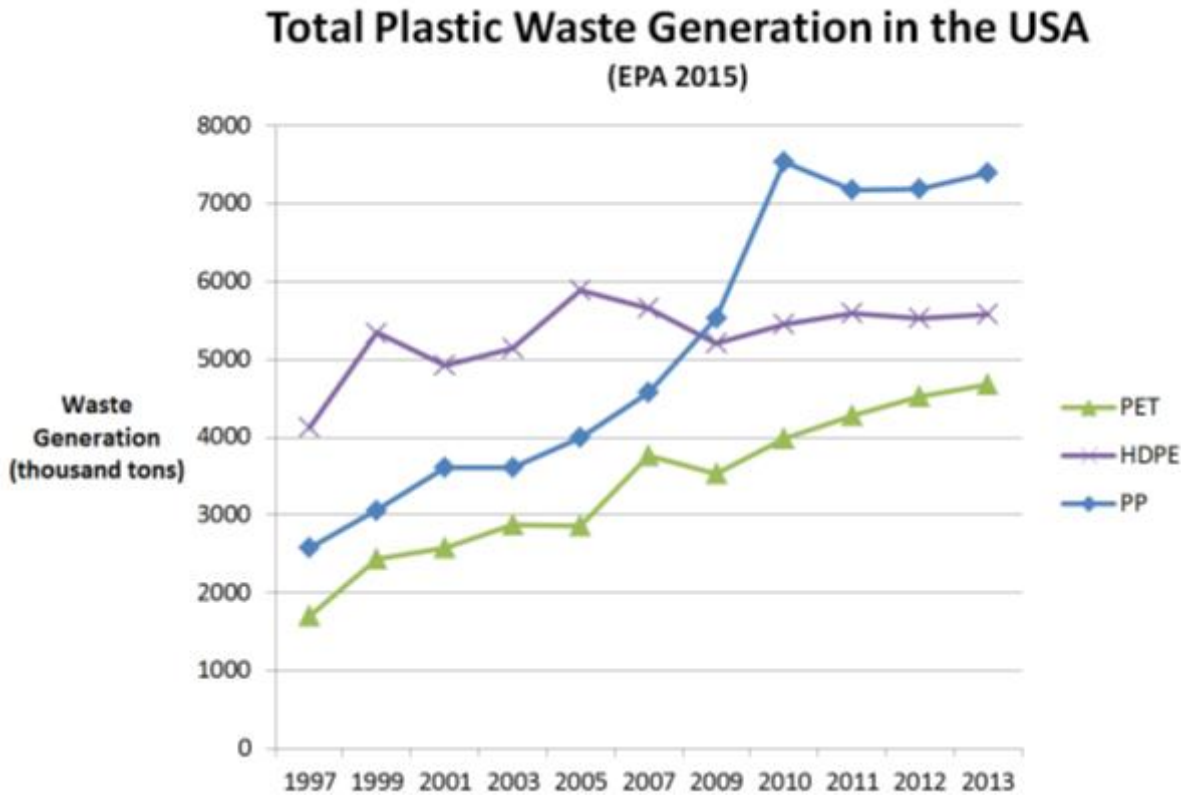
Preserve Toothbrush Mail Back Pack

We paid the postage to have your Preserve Toothbrush returned to us for recycling.



Plastic in U.S. Household Waste Stream

#5 polypropylene use is rising while recycling rates remain low



Resin	Recycling rate
#1 PET	20%
#2 HDPE	10%
#5 PP	<1%

Our Solution: Utilize Existing Infrastructure

Leverage and build the existing retail-based recycling system infrastructure



Full blue bags of clean #5 plastic are sent to WFM regional distribution centers where it is baled and stored

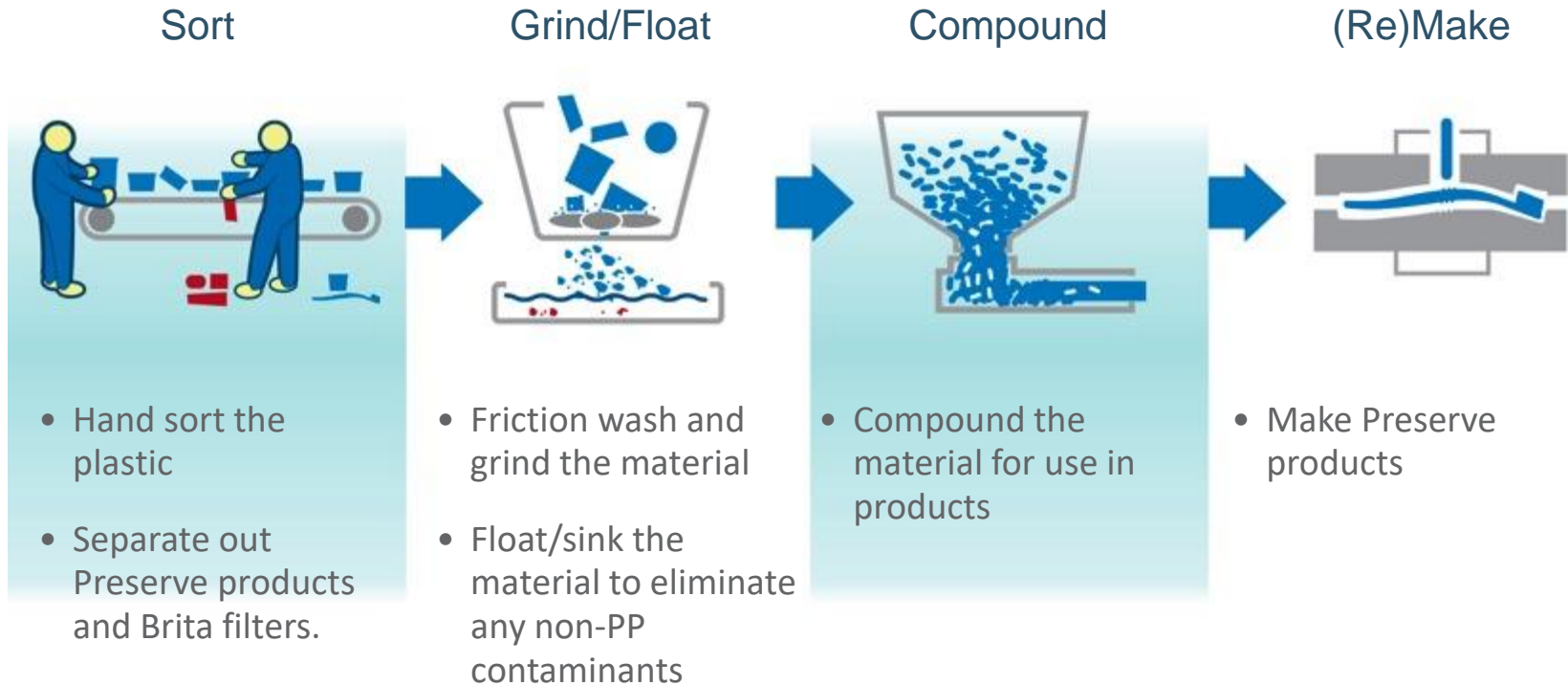
When storage is full, the plastic is transported via truck or train, depending on distance, to Preserve's facilities

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Gimme 5 Recycling Process

Back-End Operations



Introducing Preserve Gimme 5[®]

2018 marks Gimme 5's tenth year in operation providing a first-of-its-kind recycling solution for products not generally accepted in municipal streams. Preserve launched Gimme 5[®] as a solution for recycling #5 plastics.

Gimme 5 is recognized as a groundbreaking example of extended producer responsibility – a partnership in which companies work together to manage their resource inputs and “waste” streams in a responsible and sustainable process for the health of people and the planet.



Preserve Gimme 5 Partnerships

Like-minded companies working together to bring innovation to extended producer responsibility.



Since the founding of Gimme 5, Preserve has worked together with brands including:



Gimme 5 has recycled more than 1 million lbs

Since its inception in 2008, Gimme 5 has recycled more than 1 million lbs and operates in nearly all Whole Foods Market regions.



material collected:
1,000,000 lbs



equivalent to:
64,000,000

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Gimme 5 brings out the story in WFM cutlery



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Preserve's Cutlery Single Use Cutlery



Preserve® Cutlery

A more sustainable choice for food service providers

- Made from 100% recycled #5 plastic
- Recyclable through Preserve's Gimme 5 Program
- Made in the U.S.A.
- BPA + phthalate-free
- Supports zero-waste initiatives



Preserve® Cutlery is the best single-use option for environmentally conscious food service providers.

Made from 100% Recycled #5 Plastic: Preserve® aims to increase recycling rates by working with retailers and consumers to collect #5 plastic, recycle those materials, and then turn them into products made in the U.S.A.



Preserve Compostables



Disposable Cutlery Line

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Thank You



[preserve.eco](https://www.preserve.eco)