Welcome & Introductions

Our Moderator:

• Peter Houstle - MRN Executive Director

Our Presenter:

• Benjamin Weir - Business Development Manager at TerraCycle

Mark Your Calendars:

• Annual Conference – Thursday, June 11, 2020 – BWI Marriott

Admin:

• Post questions in chat box (Alt-H)
• Recording will be posted on MRN website

Not a Member? Join Today to Support Recycling in Maryland!

www.marylandrecyclingnetwork.org
Loop is a global platform that enables consumer product companies and retailers to shift from a disposable supply chain to a durable one.

Refillable durable packaging used to be the norm.

When a package is considered an asset its allocation per fill is the cost divided by the number of uses it can bear. **The more durable the package the lower the cost per fill.**
THE CURRENT REALITY
Disposability is *cheap* and *convenient*.

**COGS**

When a package is considered a COGS (Cost of Goods Sold) its cost is fully allocated per fill. The *cheaper* the package the *lower* the cost per fill.
Manufacturers reduce the weight of their packaging to save on costs and minimize environmental impact. In the process, **recycling rates** and **consumer delight** have deteriorated.
How do we solve the unintended consequences of disposability while maintaining its virtues?
Loop fundamentally changes the ownership of packaging.

**COGS to Brand**

- $0.10
  - Packaging cost

**Increasing consumer delight**

**Asset to Brand**

- $3.00
  - Cost per use
  - + cost of cleaning $0.03

1 use

- $0.10

100+ uses
Durability enables reusability, design & new features.
LES PETITS BIDONS

LESSIVE CONCENTRÉE
Certifiée ECOCERT

99% d'ingrédients d'origine naturelle

parfum d'origine naturelle
FLEURS BLANCHES
Key Learnings Since Launch

Since launch, Loop has collected data driven consumer insights with Loop’s dedicated consumer insights team.

There are currently over **85,000 consumers** on the global waitlist and more signing up every day.

**Participating in Loop drives significantly stronger consumer association of brand with sustainability, packaging, and value equity attributes.**

- **75-90%** of respondents view the brand more favorably regarding caring for the environment.*
- **60-85%** of respondents view the brand more favorably regarding having attractive packaging.*
- **75-100%** of respondents state they are more likely to purchase the brand in the future.*

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*in a November 2019 survey among customers who ordered Loop Household Care Brand X and Loop Beauty Care Brand X in the past six weeks
The stand-alone e-commerce model is suitable for a low-scale, test-and-learn launch. Loop executes all receiving, outbound + inbound distribution, and cleaning. Manufacturers refill product in packaging they have redesigned for durability and reuse.

Kroger, Carrefour, Tesco and more have enabled durability for their retail environment. The integrated retail models allow consumers to access Loop in-store and through e-commerce. Any retailer, small or large, physical or digital, can embed the Loop engine into their stores and enable a circular supply chain for their shoppers.
Retailer promotes Loop on retailer website.

Consumer buys product on a stand-alone microsite from retailer. Consumer pays content [$Y + margin] and deposit [$Z].

Consumer requests pick-up by Loop, and Loop Tote is sent to Loop DC.

Loop delivers product to consumer in Loop Tote. Upon order fulfillment, Loop pays manufacturer for $Y and $Z (monthly report).

Consumer enjoys product and places dirty used packaging back in Loop Tote.

Consumer requests pick-up by Loop, and Loop Tote is sent to Loop DC.

Orders are fulfilled at Loop DC.

Auto-reorder of any products set for replenishment based on empties received. Ordering mechanism follows process of new order.

Manufacturer ships filled product to Loop.

Loop ships packaging to manufacturer where it is refilled.

Loop cleans empty packaging.

Loop DC receives and checks in Loop Tote + packaging and sends to cleaning facility. Manufacturer purchases packaging ($Z) from Loop (monthly report). Consumer is refunded deposit ($Z).
Consumer puts down deposit on return bag upon checkout & order is delivered.

Consumer shops on retail website. Consumer pays content \([Y + \text{margin}]\) and deposit \([Z]\).

Consumer enjoys product.

Consumer places empty Loop packaging in return bag (from any retailer).

Retailer

Retailer

Manufacturer

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Loop Retail In-Store
Thank you.

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P.S. Mark Your Calendars!
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