



# MATERNE AND TERRACYCLE: TEAMING UP AGAIN FOR ZERO WASTE

**With almost 20,000 pouches recycled in a single year, MATERNE, manufacturer of GOGO SQUEEZ and PUDDIN' SQUEEZ, has renewed its partnership with TERRACYCLE to promote waste reduction.**

The free recycling program called the **Snack Pouch Brigade** was established by **Materne**, manufacturer of **GoGo squeeZ** fruit snacks and **Puddin' squeeZ** puddings and has diverted almost 20,000 snack pouches from landfills.

Created to help families and community organizations, the **Snack Pouch Brigade** was established in partnership with the recycling company **TerraCycle**. **TerraCycle** specializes in "upcycling" and recycling packaging and products that are not recyclable by traditional public recycling networks. Ever since their collaboration began in April 2013, the program has been a resounding success. It was obvious that this fruitful association should not end, and so the Snack Pouch Brigade recycling program has been renewed for another year, until April 2015.

"The program exceeded all our expectations," said Pierre-Marc Laforest, Vice-President of Sales for **Materne Canada**. "Our pouches are being recycled from 245 locations across Canada, and close to 20,000 pouches were returned in the first year, an excellent result." By joining **TerraCycle's** collection program for items that are not recyclable via the usual networks, **Materne Canada** has diverted nearly 1,500 kilos of waste from landfills since April 2013.

The recycled pouches are reused in several ways: the vast majority of packaging that is collected by **TerraCycle** is transformed into new material for the production of items such as bowls and garden furniture, and some is "upcycled", meaning transformed into fun, useful **GoGo squeeZ** or **Puddin' squeeZ** promotional items, like tote bags and pencil cases!

Each pouch collected earns 2 points, equivalent to \$0.02 total, which can be redeemed for monetary donations towards a school or charity of the collector's choice. Each collector decides which organization or cause to support and **TerraCycle** sends the funds to the charity organization.





### SQUEEZ, COLLECT, AND SHIP!

Participation in the **Snack Pouch Brigade** recycling program is free. Just register at [terracycle.ca](http://terracycle.ca) and collect empty pouches (at a daycare, a school, or wherever your group or association meets). When you are ready to send in your pouches, print the prepaid UPS mailing label, package your pouches, and have them delivered to the address on the label. **GoGo squeeZ** fruit snacks and **Puddin' squeeZ** puddings are so delicious and healthy that your pouches will pile up quickly!

Register now at [terracycle.ca](http://terracycle.ca) to reduce waste while contributing to a cause that is dear to your heart.



### ABOUT MATERNE

**Materne Canada** is a subsidiary of the MOM Materne – Mont Blanc Group, a world leader in squeezable snacks, with more than 3 billion pouches consumed in over 30 countries since 1998. Materne Canada distributes the brands **GOGO SQUEEZ** and **PUDDIN' SQUEEZ**. The company focuses on innovation in packaging and recipes that are healthy, wide ranging and respectful of natural flavours, without preservatives, artificial colours or flavours.

For more information on **Materne**, please visit [materne.ca](http://materne.ca)



### ABOUT TERRACYCLE

**TerraCycle, Inc.** a Progressive Waste Solutions partner, takes difficult-to-recycle packaging and turns it into affordable & innovative products. Founded in 2001, **TerraCycle** is the world leader in the collection and reuse of non-recyclable post-consumer waste. It repurposes the waste into sustainable, affordable building materials and consumer products that are available for purchase online. In 23 countries, the waste is collected through **TerraCycle's Brigade® programs**, which donate money to schools and non-profits for every piece of waste participants collect and return.

For more information on **TerraCycle**, please visit [terracycle.ca](http://terracycle.ca)