

# ELIMINATING THE IDEA OF WASTE

MAKE EVERYTHING FROM RECYCLED WASTE

RECYCLE ALL WASTE



ELIMINATE WASTE



GAIN USEFUL HEALTH INSIGHTS FROM WASTE



REDUCE WASTE IN EMERGING REGIONS

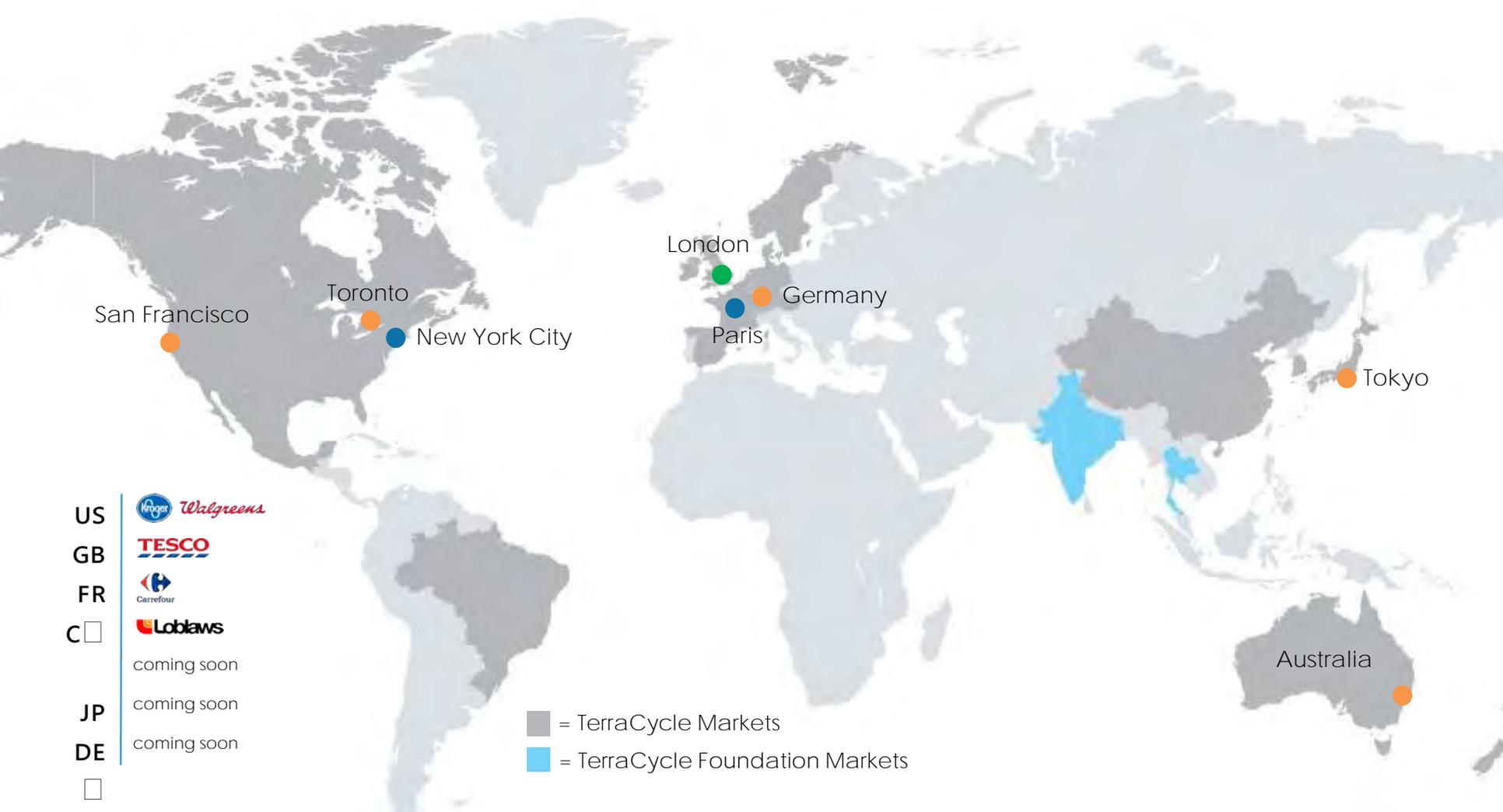




GLAD  
Loblaw's  
TESCO  
Coca-Cola  
evian.  
BIC®  
Hidden Valley®  
CLOROX  
Colgate  
Oral-B  
NIVEA MEN  
BRÂAM  
ARIEL  
Herbal Essences  
febreze  
Cascade  
Clic  
HELLMANN'S  
Seventh Generation  
Rexona  
AXE  
Dove  
Reserve  
BURLAP & BARREL  
Greenhouse  
LES PETITS BIDONS  
Milka  
Arbor Teas  
PERFECT FIT  
NOMZ  
THE BODY SHOP  
NATURE'S PATH  
ORGANIC  
People Against Dirty  
MAISON VERTE  
Ecover  
TEVA DELI  
Swania  
BULL DOG  
SOAPPLY  
MEYER'S  
CLEAN DAY  
Purely Elizabeth  
ECOS  
Sun  
Living proof.  
CELESTIN  
Signal  
Lesieur  
WORLD ECONOMIC FORUM  
Tide  
Purclean  
PANTENE  
Gillette  
Venus  
Pampers.  
Jackpot  
Gerber  
COZIE  
MegaRed

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

Loop launched in May 2019 with inaugural markets, **New York** and **Paris**. Loop will expand to **London** next, with **Toronto**, **San Francisco**, **Tokyo**, **Germany**, and **Australia** coming soon.



Since Loop's high-profile press conference announcement at World Economic Forum Annual Meeting on January 24, 2019, there have been **4,400+ media placements** and **7.4 billion+ impressions**, including coverage from CNN.com, Forbes, Associated Press, Bloomberg, BBC, The Guardian, Wall Street Journal, Vox, Fast Company & more.



# WISDOM FROM THE PAST

Refillable durable packaging used to be the norm.



ASSET

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.**

**How do we solve the unintended consequences of disposability while maintaining its virtues?**





# A FUNDAMENTAL CHANGE OF OWNERSHIP

Why should a consumer own a package that they don't want to own?

COGS to Brand

Increasing consumer delight

Asset to Brand



Packaging cost  
\$0.10

Cost per use  
\$0.10

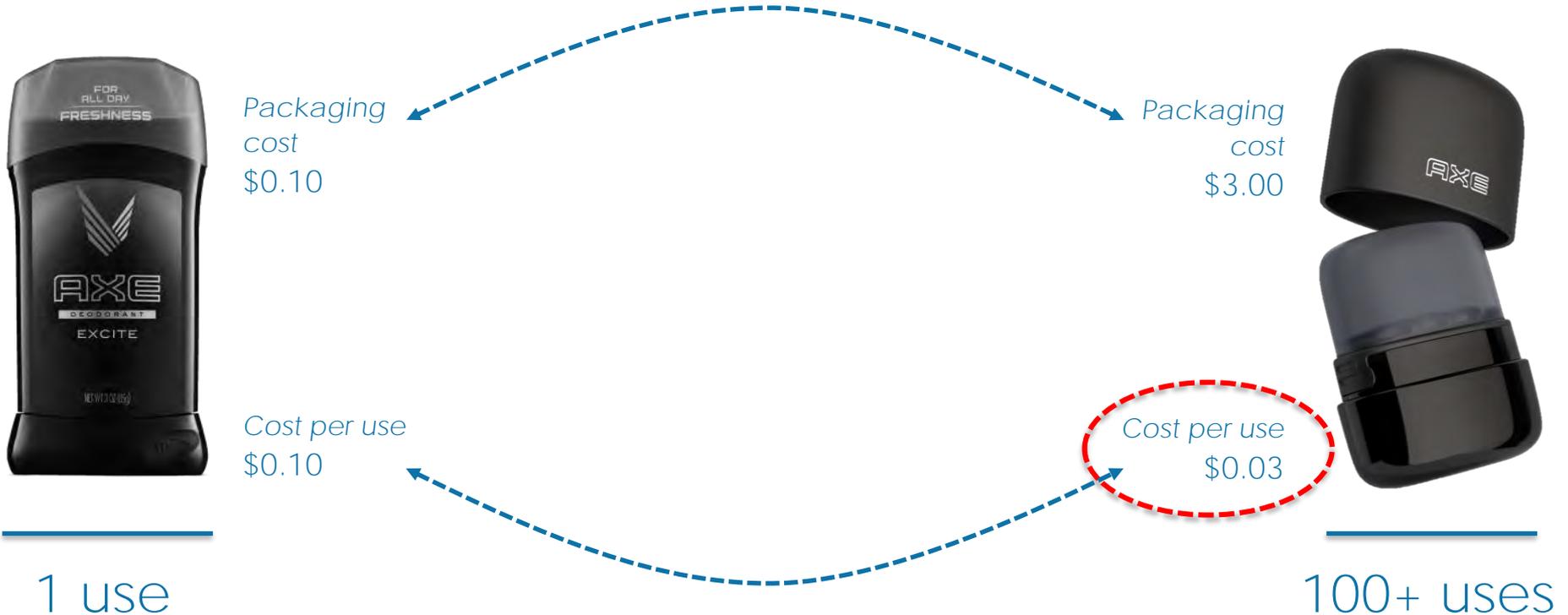
1 use



Packaging cost  
\$3.00

Cost per use  
\$0.03

100+ uses





Durability enables reusability, design & new features.





purclean™  
PLANT-BASED\* DETERGENT



NO  
DYES



GENTLE ON  
SENSITIVE SKIN



PLANT  
BASED

\*Plant based means  
70% of ingredients are plant derived  
and subjected to processing

32 loads

CAUTION: EYE IRRITANT. HARMFUL IF  
SWALLOWED. SEE BACK PANEL.

50 FL OZ (1.56 QT) 1.47 L





PUMPKIN SEED + FLAX  
GRANOLA

CEREAL - NET WT. 11.5 OZ.



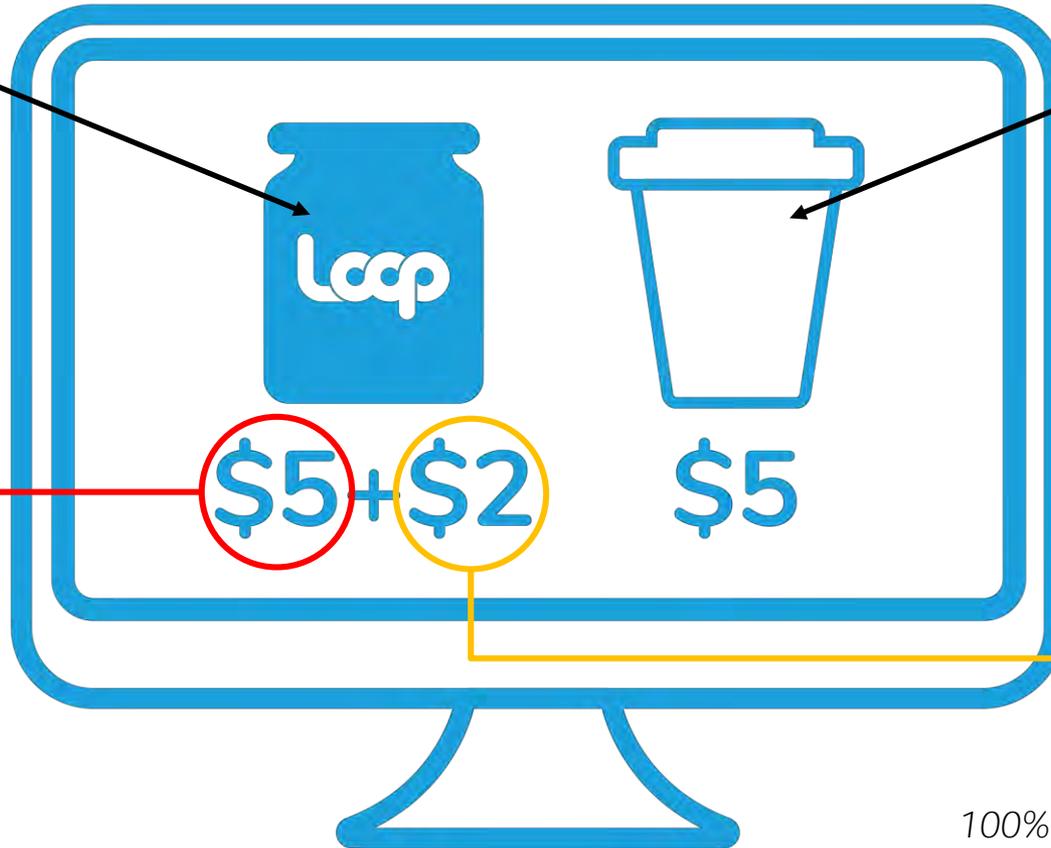


# Economics Overview

Comparison of current disposable product vs. Loop durable version.

Loop Version  
(Durable)

Current Version  
(Disposable)



**“Content Price”**  
or “Product Price”

*Aim for parity with  
existing MSRP.*

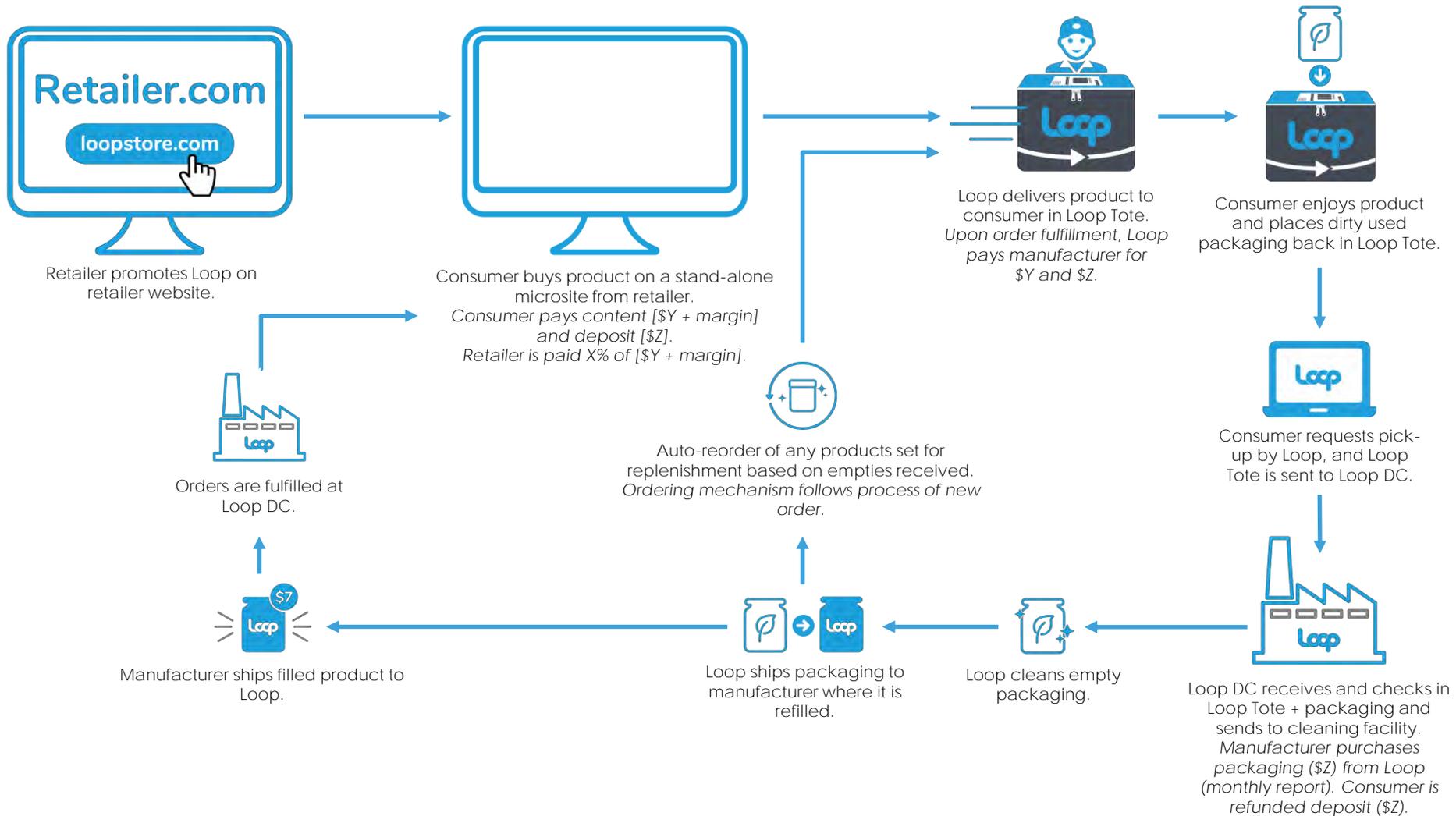
**“Deposit Price”**  
*100% refunded to consumer  
upon return of packaging*

*Aim to set at-cost with  
packaging investment.*



# Loop Stand-Alone Model: Retailer Microsite

Model used for test-and-learn for retailer and market launches.





## Loop AS AN ENGINE FOR RETAIL

The [stand-alone \(test-and-learn\) model](#) allows brands and retailers to test Loop's system with their reusable products and packaging. In this model, Loop executes all receiving, outbound + inbound distribution, and cleaning. Manufacturers refill product in packaging they have redesigned for durability and reuse.

The [integrated retail model](#) allows consumers to access Loop products 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.



Carrefour Paris, deufs, jeunvâto, ampoules...

Rayons: Maison & High Tech, Promo, épicerie... Services: Voyages, spectacle...

Choisir Drive ou la livraison pour commencer vos courses

ACCUEIL / ENGAGEMENTS / CARREFOUR S'ENGAGE AVEC LOOP

### Des emballages durables et consignés

Partenaire de Carrefour, Loop propose des produits du quotidien dans des emballages durables et consignés.

Comment ça marche ?



Kroger

ABOUT NEWSROOM INVESTORS COMMUNITY SUSTAINABILITY CAREERS Vendors & Suppliers Contact Us Join Our Journey

## Kroger + Loop

Through our Zero Hunger | Zero Waste social impact plan, Kroger is committed to finding innovative solutions to help end hunger and eliminate waste in our communities.

That's why Kroger is excited to be the exclusive U.S. grocery retail partner for Loop, a revolutionary new circular e-commerce platform that is advancing Kroger's zero-waste vision by reducing single-use plastics in the environment. We want to offer our customers sustainable packaging choices they can feel good about.



SIGN IN STORE LOCATOR Loblaws

## HELP REDUCE PLASTIC WASTE WITH LOBLAWS AND LOOP

Loblaws and Loop are teaming up to give you a new way to shop your favourite products from leading brands in reusable packaging.

[GET STARTED](#)



Extra 15% off vitamins & supplements [Get code](#)

Walgreens Search by keyword or item # Your account Find a store

Rx Profiles Health Info & Services Contact Lenses Shop Photo Weekly Ad & Coupons Balance Rewards

Home > Shop Loop

**Loop**  
Shop your favorite products in sustainable packaging.

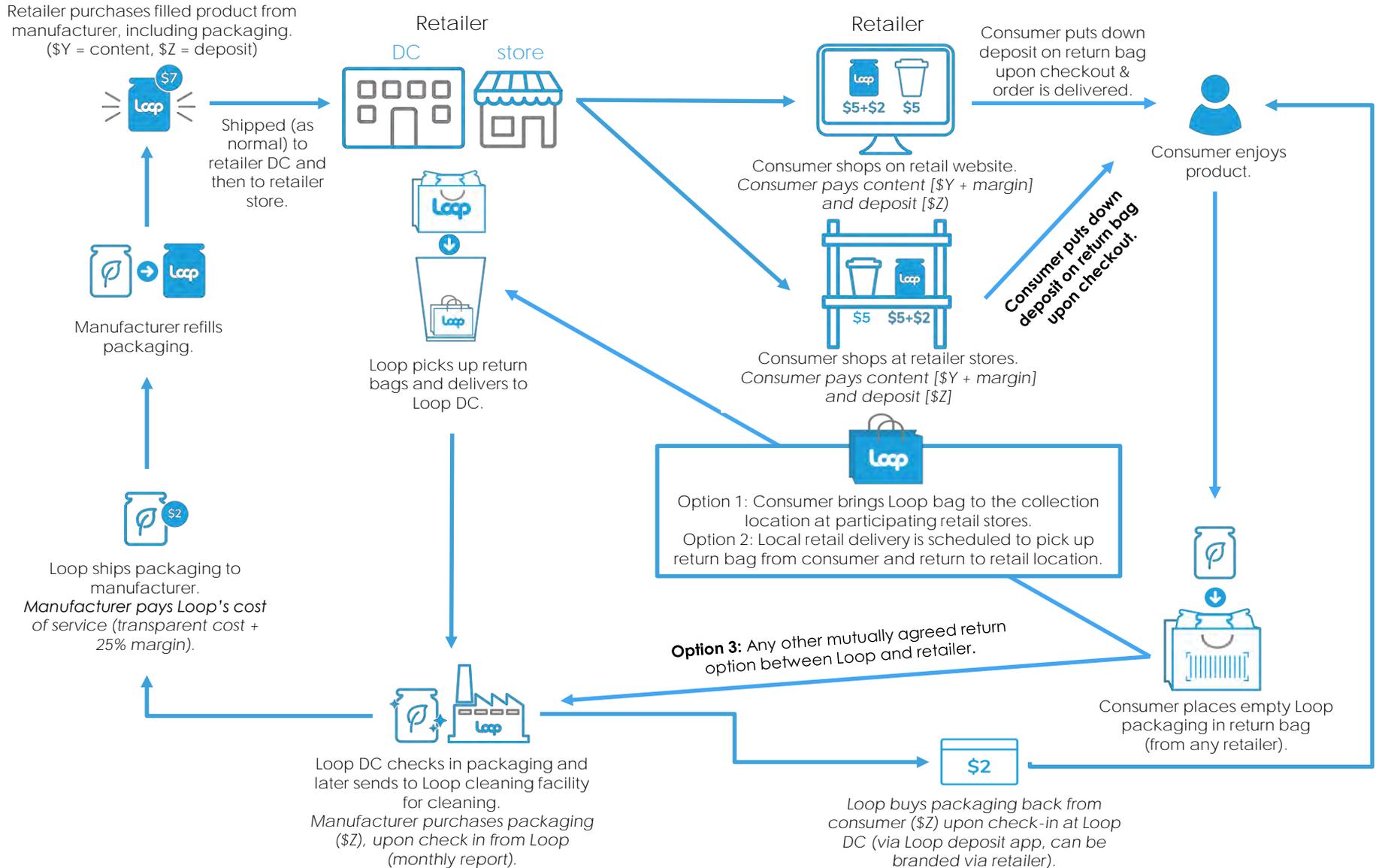
**Walgreens and Loop are teaming up to give you easy access to everyday products from leading brands in durable, returnable packaging.**

**Loop Walgreens**  
Join us in taking a sustainable step toward eliminating waste for good.

[Get started](#)



# Scale Model: Loop Retail Integration





## QUESTIONS? CONTACT US



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