



For Immediate Release
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Gimme 5 Program Launches

Waltham, MA, September 9, 2008 – Of all the plastics that exist, there are a lot of reasons to like #5. However, we frequently hear from frustrated Preservers who live in parts of the country that don't accept #5 plastics for recycling. That is why we have set up our own **Preserve® Gimme 5** recycling program to transform your used, clean #5 plastics into brand new Preserve products.

Since our founding twelve years ago, Preserve has sought to use #5 plastics from all available sources – from post-consumer take-back programs like that of our partner Stonyfield Farm® and pre-consumer agreements with companies to purchasing #5s from curbside recycling programs and our **Gimme 5** take-back programs at select retailers. We have sought to show by example that #5 plastics are a valuable resource and great material.

Before starting the mail-back **Gimme 5** program, we wanted to make sure that we were taking a positive step for the environment. We produced a single factor Life Cycle Assessment to help analyze the impact of the **Gimme 5** program. The results showed the benefits of keeping #5 plastics out of landfills and that remaking them into new products outweigh the environmental impacts of shipping them back to us. Hopefully, the success of our program will help convince local recyclers of the value of taking #5 plastics back in more communities across the US.

Here's how you can Gimme 5:

- Many common food containers – yogurt cups, sour cream containers, hummus tubs, ketchup bottles – are #5 plastics.
- We accept any CLEAN whole plastic item with a #5 stamp on the bottom. Please check to



Nothing wasted. Everything gained.™

make sure that there are no other materials (paper, screws, other number plastics) on the items that you send to us.

- All #5 plastics sent to Preserve must measure no more than 2' x 2' x 2'.
- Make sure that the #5 plastics are clean - the cleaner the plastic, the cleaner the recycling process.
- To help make this program a win for the environment, it is important that you send your plastics back to us via ground shipping (as opposed to air). Reuse a box if you can!
- Shipments should weigh at least 5 pounds and no more than 50 pounds. Any package greater than 50 pounds must be pre-approved by Recycline.
- Make sure to include your return address on the box and add your name and email address inside the box so we can thank you for your good work.

Send Gimme 5 shipments to:

Preserve Gimme 5

823 NYS Rte 13

Cortland, NY 13045

If you have any questions about the Gimme 5 program or need to get a shipment approved, call us at 888-354-7296.

About Preserve

Preserve is the leading producer of performance-driven and stylish 100% recycled household products: the Preserve toothbrush, razor, tableware, and the award-winning Preserve Kitchen line. The company is powered by the recycling efforts of individuals and companies via its Preserve Gimme 5 program. This program accepts #5 plastics that many municipalities do not currently recycle—such as yogurt cups and other common household containers. This year, Preserve will keep one million pounds of #5 plastic out of landfills—transforming it into new Preserve products. All recycling and manufacturing is done in the USA. Preserve empowers people to make everyday choices that are better for the earth while offering real solutions without compromise. Preserve products can be found at forward-thinking retailers like Whole Foods Market, Target, and a variety of grocery and natural food stores. Preserve's parent company, Recycline, was founded in 1996 and has become a leader in the effort to mitigate the impacts of the industrial age. www.preserveproducts.com