



For Immediate Release
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Another Revolution from Preserve:
Innovative design meets low environmental impact in the
Preserve® Mail Back Pack Toothbrush

WALTHAM, Mass. (June 14, 2010) – Since 1997, the Preserve Toothbrush has stayed true to its mission – proving that products can have strong design and functionality, and be less impactful on the Earth. During that time, consumers have shifted from thinking of recycled content products as fringe to making it a purchase prerequisite that is in line with their values and reduces their environmental impact.

The new Preserve Mail Back Pack is the same great Preserve Toothbrush, but with the additional benefit of its lightweight package which also serves as a mail-back recycling pouch. When you're done with the toothbrush, you put it back into the package and pop it in the mail to Preserve where it will be recycled into new products, like plastic lumber to make park benches, flower pots, or rain barrels. Preserve is even paying the return postage for the first 250,000 units sold.

Founded as Recycline, Inc, Preserve launched its mission to help reverse the harm caused by the industrial age by making products that focus on the entire life cycle, taking care to reuse the earth's resources and design the products to be recyclable at the end of their useful life. Preserve partnered with innovation and design firm Continuum in 2008 to make a package grounded in the Preserve approach that was as unique as the product inside. The Preserve Toothbrush has a handle made from 100% recycled plastics, including recycled Stonyfield Farm organic yogurt cups. The toothbrush along with packaging has always been recyclable.

The result of the Preserve – Continuum partnership is a package design that is dramatically different than any other on the market. The lightweight pouch manufactured by Printpack is made of minimal materials, drastically reducing the environmental impact of the resources to make and ship it from manufacturer to retailer to consumer and then back to Preserve again for recycling. Printpack is a leading flexible packaging manufacturer and a member of the Sustainable Packaging Coalition. Visually it differs significantly from standard toothbrush packages. Preserve chose an opaque design with printed graphics to highlight the product's features including its recycled content. In a sea of clear plastic and cardboard packages, the mail back pack stands out amongst the major brands and provides a new option in line with consumer's expectations for something more in a toothbrush.



John Lively, Director of Environment and Material Science, spearheaded the effort. Lively states “Using single factor life cycle assessments we were able to explore a wide range of design options to focus on those that reduced impact and that were in line with customers expectations of packaging and Preserve. We choose a package with a significantly lighter weight and made of benign materials in order to minimize its impact on the Earth.”

“We’ve completely changed the convention for toothbrush packaging,” says Dean Whitney, Principal, Brand Strategy at Continuum. “Typically entombed in molded clear plastic, the Preserve toothbrush is packaged in an opaque soft-sided pack with a full-size color image of the toothbrush that pops off the front. The result: a package that is environmentally responsible, protects the product, stands out in the retail environment—and can be mailed back for recycling.”

Eric Hudson, Founder and CEO of Preserve, “It is really exciting to see a packaging breakthrough for the Preserve Toothbrush that extends the product’s environmental mission. From a systems level view, we knew that incorporating the mail-back feature into the package enabled us to again venture into revolutionary territory.”

Preserve launched the toothbrush in its new Mail Back package at Whole Foods in January and at Target in the beginning of April. The package was prominently featured along with the Preserve Gimme 5 program partners during Earth month end caps in many Whole Food Markets in April. (Preserve Gimme 5 was created by Preserve to provide a means to recycle consumer’s #5 plastic at retail). The package will also be promoted during the Back to School season in August at Whole Foods nationwide.

Consumers are paying attention. At Target, within three weeks of launch the package is outselling Preserve’s previous package by 37%.

All of Preserve products are BPA free and Made in the USA out of 100% recycled materials. Preserve also makes Preserve Kitchen and Food Storage products, Preserve Tableware, Preserve Razor, and Preserve Jr. toothbrushes. The new Preserve Mail Back Pack is available at Whole Foods Market and Target. For a complete list of retailers, visit www.preserveproducts.com.



Nothing wasted. Everything gained.™

About Preserve

[Preserve](#) is the leading producer of fabulous 100% recycled household products that are for everyday use. Preserve turns yogurt cups into toothbrushes and take-out containers into cutting boards. Preserve has been putting big ideas into small packages and finding smarter ways to make everyday products for the kitchen, table, and bathroom since 1996. 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—transforming them 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. www.preserveproducts.com

About Continuum

As a global innovation design consultancy [Continuum](#) designs experiences that improve people's lives and drive business innovation. Based on in-depth consumer research, rigorous analysis of clients' business challenges and inspired creativity, we identify opportunities for innovation, create new products and services, and design new ways to communicate brands. Since 1983, [Continuum](#) has worked with companies worldwide including AllSteel, American Express, Procter and Gamble, Master Lock, Samsung, and Staples. Continuum has offices in Boston, Los Angeles, Milan, Seoul and Shanghai. www.dcontinuum.com

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