

Glad Introduces Recyclable Food Bags Through TerraCycle's Loop Program

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OAKLAND, Calif., Jan. 9, 2020 /PRNewswire/ -- The Clorox Company's Glad® business announced today that it has introduced recyclable food bags as part of its integration with TerraCycle's Loop pilot program in the U.S. Through this program, consumers will be able to order the products online and then receive and recycle their favorite food bags through a reusable steel container and return pouch.



While food bags and wraps help families prevent waste by keeping food fresher longer, most U.S. families live in cities and municipalities that do not have the proper facilities to recycle soft plastic bags. The Glad + Loop partnership allows simple, convenient, in-home recycling of plastic bags through the reordering of everyday food storage products. All that's involved is simply stuffing the empty return pouch with used food bags and placing it in the container when you're ready for a new order, leaving the rest to Glad and TerraCycle.

"Glad's purpose is to help consumers outsmart waste," said Drew Kozlak, brand manager for Glad. "Offering responsible consumer product solutions is just one of the ways we're committed to sustainability, so we're really excited to explore this option that lets you easily recycle your food bags."

The Glad brand's participation in Loop advances The Clorox Company's packaging-related environmental, social and governance (ESG) goals announced Oct. 2 as part of its new IGNITE corporate strategy. As a signatory to the Ellen MacArthur Foundation's New Plastics Economy Global Commitment, the company has also pledged to pilot new business models and solutions like Loop that enable consumers to refill and reuse primary packaging. More comprehensive information about Clorox's IGNITE ESG goals can be [found here](#).

More information on Glad's integration into the Loop program can be found [here](#).

The Glad Products Company specializes in kitchen and outdoor trash bags, and food protection products. Glad is a member of The Clorox Company family of brands.

The Clorox Company

The Clorox Company (NYSE: CLX) is a leading multinational manufacturer and marketer of consumer and professional products with approximately 8,800 employees worldwide and fiscal year 2019 net sales of \$6.2 billion. Clorox markets some of the most trusted and recognized consumer brand names, including its namesake bleach and cleaning products; Pine-Sol® cleaners; Liquid-Plumr® clog removers; Poett® home care products; Fresh Step® cat litter; Glad® bags, wraps and containers; Kingsford® charcoal; Hidden Valley® dressings and sauces; Brita® water-filtration products; Burt's Bees® natural personal care products; RenewLife® digestive health products; and Rainbow Light®, Natural Vitality™ and NeoCell® dietary supplements. The company also markets industry-leading products and technologies for professional customers, including those sold under the CloroxPro™ and Clorox Healthcare® brand names. Nearly 80 percent of the company's sales are generated from brands that hold the No. 1 or No. 2 market share positions in their categories.

Clorox is a signatory of the United Nations Global Compact, a community of global leaders committed to sustainability, and the Ellen MacArthur Foundation's New Plastics Economy Global Commitment. The company has been broadly recognized for its corporate responsibility efforts, included on CR Magazine's 2019 100 Best Corporate Citizens list, Barron's 2019 100 Most Sustainable Companies, the Human Rights Campaign's 2019 Corporate Equality Index and the 2019 Bloomberg Gender Equality Index, among others. In support of its communities, The Clorox Company and its foundations contributed about \$12 million in combined cash grants, product donations and cause marketing in fiscal year 2019. For more information, visit TheCloroxCompany.com, including the Good Growth blog, and follow the company on Twitter at @CloroxCo.

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SOURCE The Clorox Company

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