



# epicycle

Industree Group Sustainability Program



# Greenwashing defined by the ACCC.gov.au

## Greenwashing

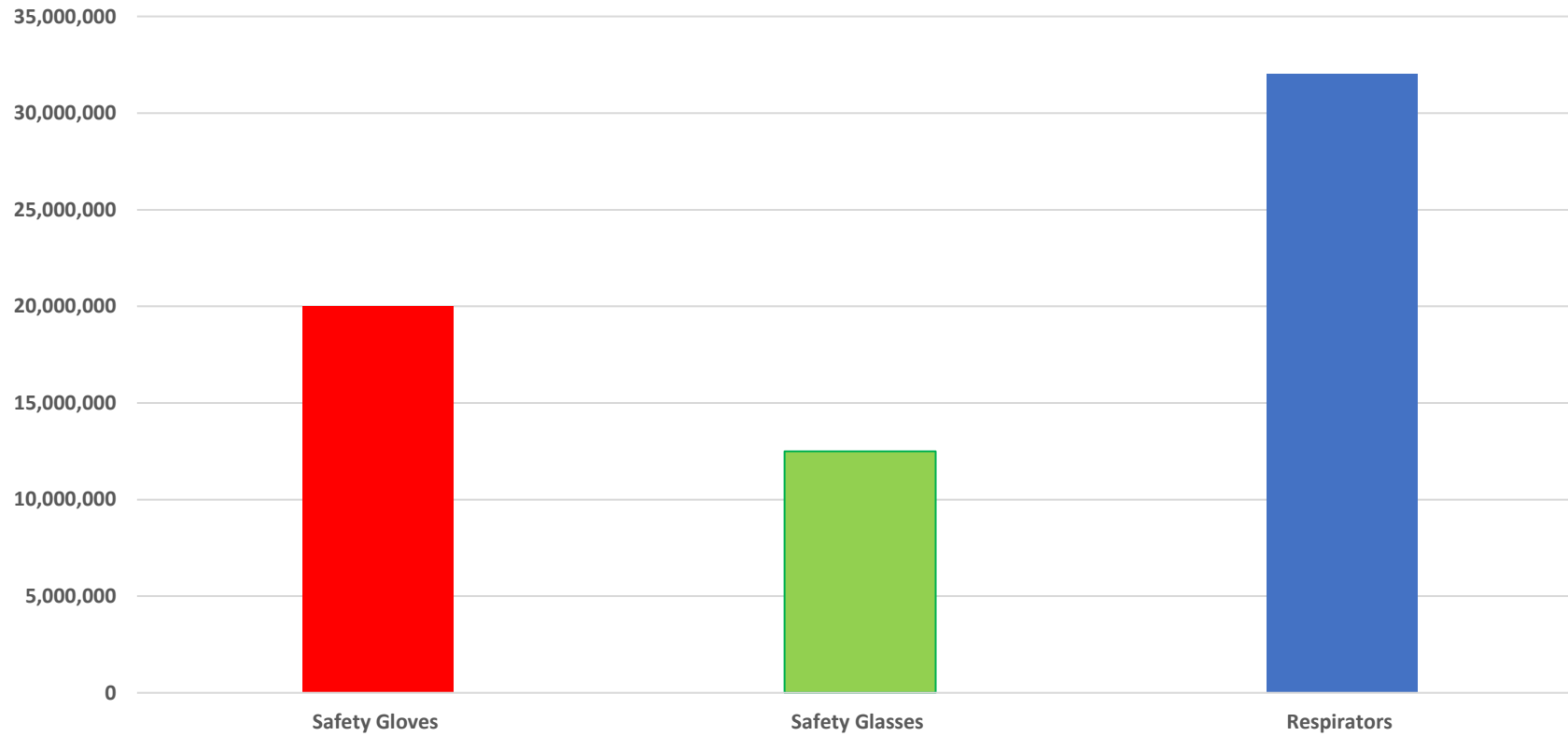
'Greenwashing' is a term used to describe false or misleading environmental claims. Greenwashing makes business appear more environmentally beneficial than they really are.

Omitting information can amount to a false or misleading representation or misleading or deceptive conduct, depending upon the circumstances and the overall impression created.

We consider a business to be engaging in greenwashing where they use any claim that makes a product or service seem better or less harmful for the environment than it really is.

Sometimes businesses accidentally mislead consumers. By following the ACCC's guidance, businesses that make environment or sustainability claims are less likely to mislead consumers and break the law.

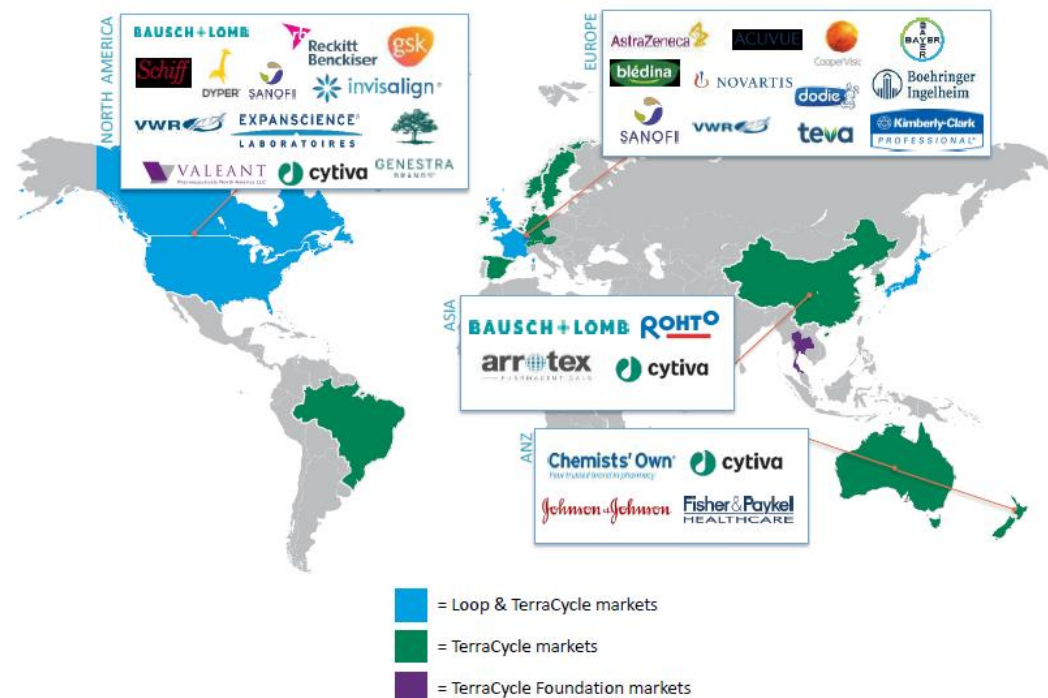
### Estimated numbers from 2019 -2021 Est waste





**Who:** TerraCycle is an international leader in innovative sustainability solutions, creating and operating first-of-their-kind platforms in recycling, recycled materials, and reuse. Across 21 countries, TerraCycle is on a mission to rethink waste and develop practical solutions for today's complex waste challenges. The company engages an expansive multi-stakeholder community across a wide range of accessible programs, from Fortune 500 companies to schools and individuals.

TerraCycle is a global leader



# PHASE 1: Terracycle Zero Waste Boxes

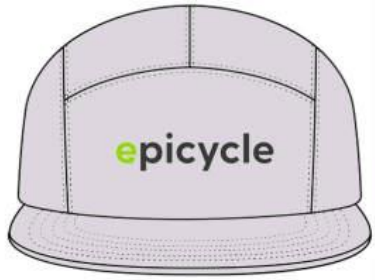
## How:

- Place an order for a pallet of IG products and receive a bin for related products.
- Customer receives detailed recycling report from Tarracycle
- Alternatively, purchase the bins individually to start recycling

## How much product can the waste boxes fit

- 250 pairs of gloves fit into each bin
- 260 pairs of safety glasses fit into each bin
- 1100 masks fit into each bin





**epicycle** is Industree Groups recycling initiative to reduce jobsite PPE waste

Focused on respirators, glasses and gloves

## PHASE 1

Zero waste boxes which are supplied by Industree Group and recycled by Terracycle

Customers will receive a detailed recycling report for their nominated products assigned to the program



## PHASE 2

Bulk quantity of PPE waste via rubbish bins to be collected and shipped to recyclers in Melbourne

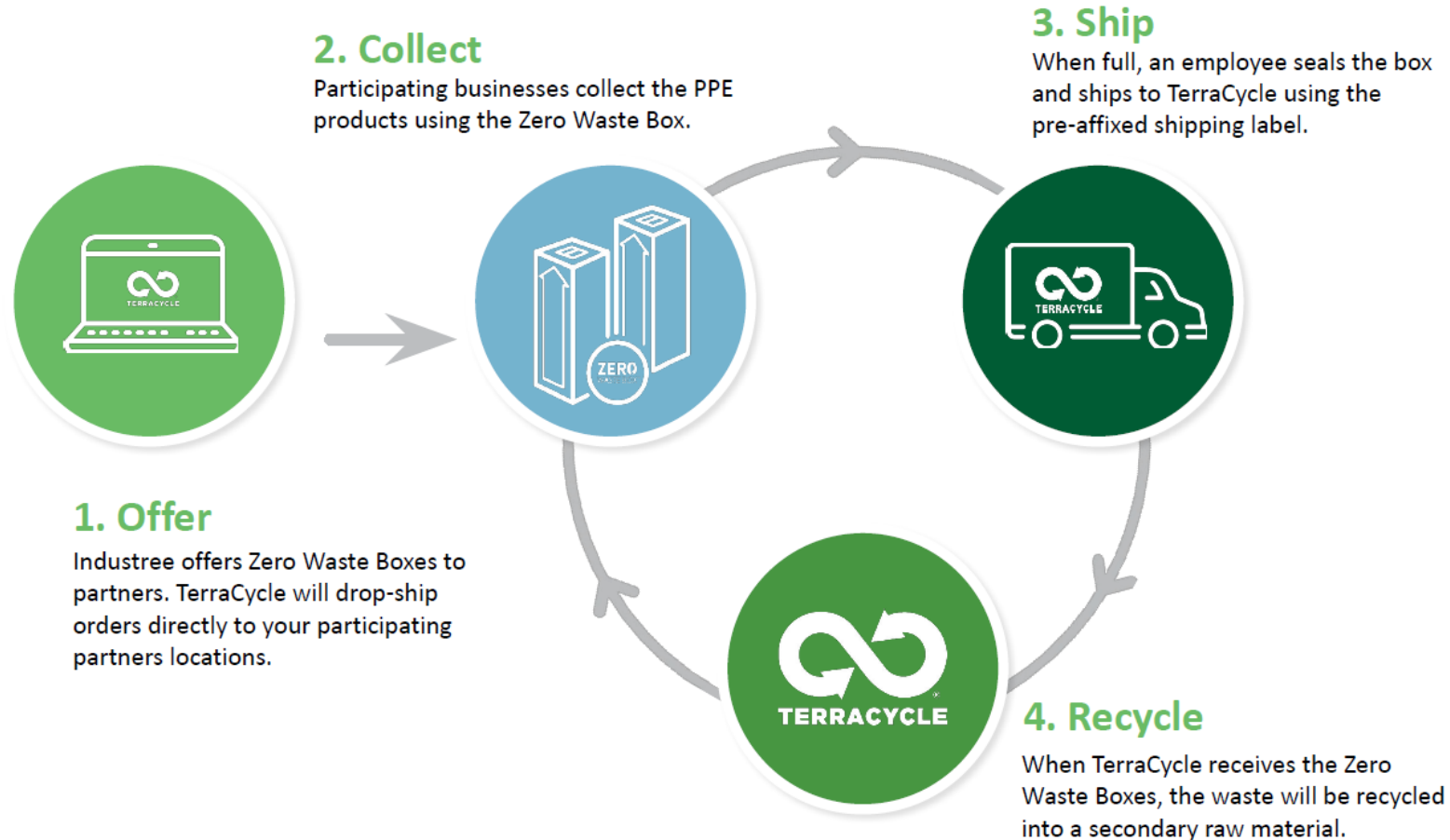


## PHASE 3

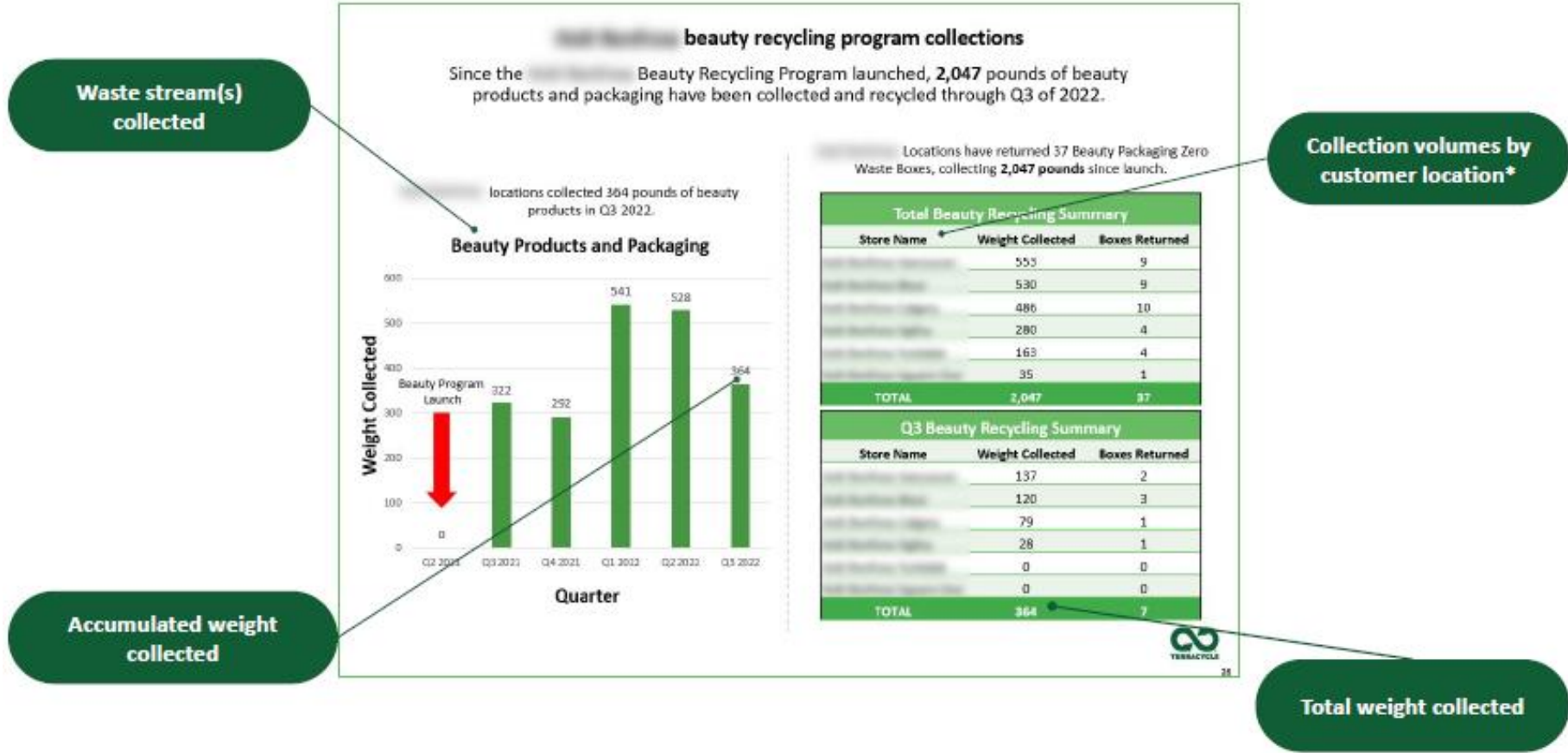
Waste tip bins for large quantity of PPE waste to be provided by a third party, collected packed and sent to recyclers



## Your Recycling Program Experience: Zero Waste Boxes



# What does the customer require: Data





# Waste Recycling posters for work areas



## Recycle all brands of safety glasses here



### Accepted

- ✓ All brands of safety glasses

### Unaccepted

- ✗ Optometrist-prescribed reading glasses
- ✗ Recreational sunglasses (e.g. Ray-Bans)



Scan QR code to learn more



## Recycle all brands of safety gloves here



### Accepted

- ✓ All brands of safety gloves

### Unaccepted

- ✗ Disposable single-use gloves



Scan QR code to learn more



## Recycle all brands of respirators here



### Accepted

- ✓ All brands of filtering facepiece respirators (N95)

### Unaccepted

- ✗ Elastomeric half face respirators
- ✗ Elastomeric full facepiece respirator
- ✗ Powered air-purifying respirator



Scan QR code to learn more

## Launch EDM

### AU Industree Group Welcome EDM

**Subject:** Welcome to Industree Group's Epicycle Recycling Program.  
**Subject Preview:** Recycling safety protection gear – it's in your hands!

Hi there,

Thank you for joining the Epicycle Recycling Program!

Personal protective equipment (PPE) like safety glasses, gloves, and respirators is not typically accepted through kerbside recycling services. By investing in this recycling box, you're ensuring these items don't end up in landfills.

The **price** of the box covers the entire recycling process, from shipping to sortation and processing of materials. Once transformed into usable raw formats, these discarded items can be manufactured into new products.



#### Collection and shipping essentials

- Please make sure your box weighs under 20kg, otherwise the post office will not accept it.
- The items do not need to be cleaned, however they must be dry. Australia Post will not accept dripping parcels.
- Find out what can go into the box.  
[Download the accepted waste poster](#) to place above the box and minimise contamination.

#### How does it work?

**COLLECT:** Place your recycling box in a convenient location.

**FILL:** Put used safety items (respirators, gloves, or glasses) in the relevant boxes.

**RETURN:** Once full, seal your recycling box and return it to TerraCycle using the Australia Post prepaid shipping label on the back of the box.

**RECYCLE:** The collected waste is sorted by composition, then sent for processing and transformed into new products.

**RE-ORDER:** Contact [\[E.g. sales@industreegroup.com.au\]](mailto:E.g. sales@industreegroup.com.au) to order more boxes and keep recycling.

Please download the [Frequently Asked Questions](#) about the recycling process.

[Button FAQs]

## Supporting assets social media



### AU Industree Group LinkedIn

**Context:** Industree Group are launching custom zero waste boxes to provide to their B2B clients. There are 3 different types of waste streams being collected: safety glasses, safety gloves and respirators.

#### Caption Copy

We are very excited to introduce our first-ever program for recycling personal protective equipment (PPE), in partnership with @Industree Group.

Industree Group is setting a new standard in the PPE design and manufacturing space by providing greater access to recycling solutions for heavy-duty PPE. The collaboration helps keep safety waste out of landfills, while driving awareness of recycling opportunities through the delivery of on-site recycling boxes to Industree Group's core clients.

We've worked with Industree Group to custom design these boxes, which are purpose-built to accommodate three distinct categories of safety equipment: safety glasses, safety gloves, and respirators.

Would you like to roll out tailored recycling solutions for your organisation? Contact our team at [anzsales@terracycle.com](mailto:anzsales@terracycle.com) to learn how we can help you and your key business stakeholders recycle industry-relevant waste. Or, drop us a quick enquiry here: <https://www.terracycle.com/en-AU/pages/terracycle-recycling-partnerships>

#### Suggested copy for Industree Group to repost:

Industree Group is proud to announce our partnership with TerraCycle Australia and New Zealand to recycle personal protective equipment (PPE), including safety glasses, gloves, and respirators.

Together, we've designed custom recycling boxes addressing the manufacturing industry's safety waste challenge, and those of our clients. This partnership marks a significant step towards us keeping more of our supply chain waste out of landfills.

