

# King Technology FROG Recycling Program Launch Training – US

The FROG Recycling Box Program allows King Technology's partners to engage with their customers and staff by providing an end-of-life solution for used hot tub cartridges.



# TABLE OF CONTENTS

1

**Who is TerraCycle & What Do We Do?**

2

How Does the FROG Box Program Work?

3

What is the Value & ROI for Dealers?

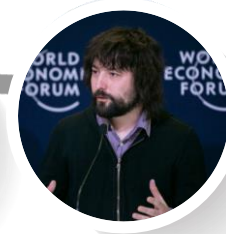
4

Questions?

Our strategic investors include leading **waste management** companies **Suez, Landbell, Itochu, Waste Connections** and **RCRambiental**

**Industry partners** of the Product Stewardship Institute, World Economic Forum, Ellen McArthur Foundation, SustainPack, and more

With 18 years experience and over 350 team members, we have a diverse team of industry experts



Globally and on a daily basis, **50+ articles** are written and published about TerraCycle

**202+ million** people recycle with us globally



# TerraCycle is Eliminating the Idea of Waste®

We've donated **\$44+ million** to charities and schools



Each month, we recycle **~1 million lbs. of unrecyclable waste** globally



In 2 years, our base of collectors **grew 200%+**



In 2 years, we've seen a **139% employee growth**

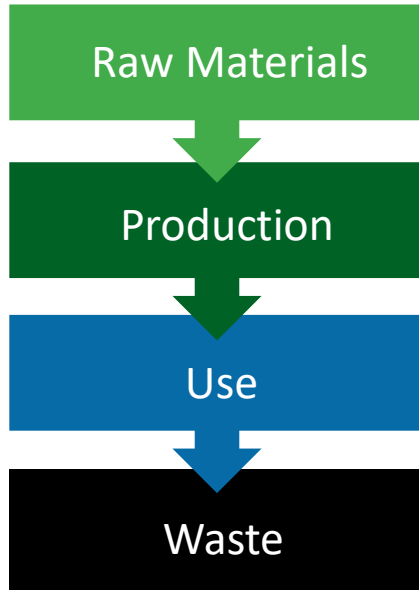


We've **won 200+ awards** in innovation and social and sustainable business



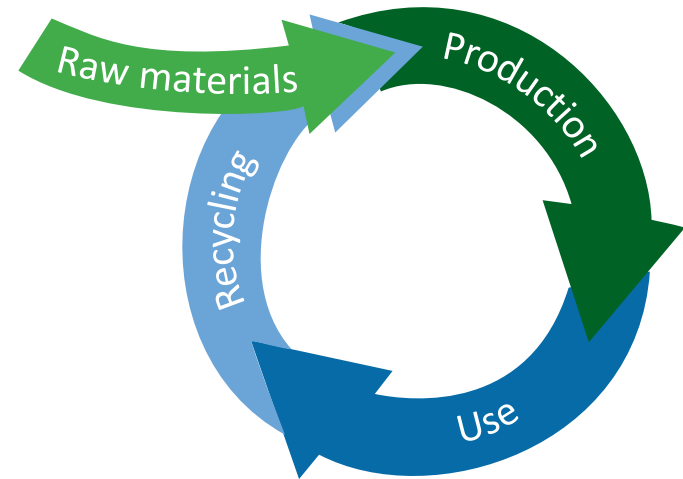
# FROM A LINEAR TO A CIRCULAR ECONOMY

## *The Linear Economy Model*



Our current economy reflects a **linear “take-make-dispose” model**. Raw materials are extracted, then transformed into products that are used for a finite period of time until they are ultimately discarded as waste.

## *The Circular Economy Model*

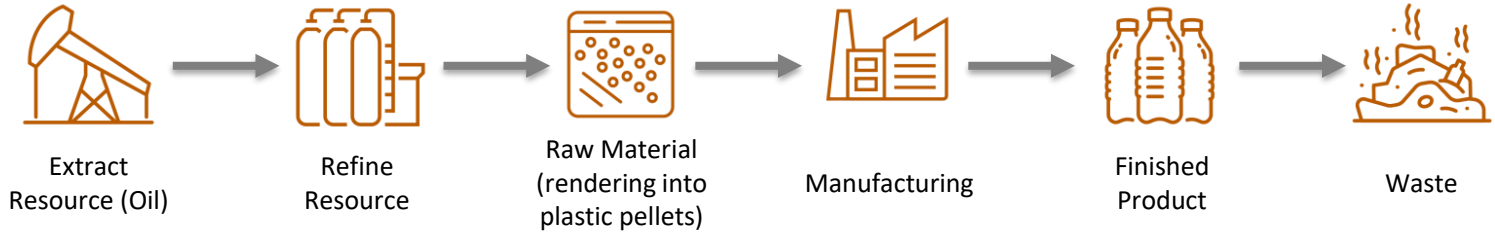


*The tighter the “loop,” the better – meaning that we want waste to go into the making of as similar a product as possible*

A circular economy looks beyond the current linear model to **redefine production and consumption**, focusing on positive society-wide benefits by **promoting circular product life-cycles such as recycling or reuse**.

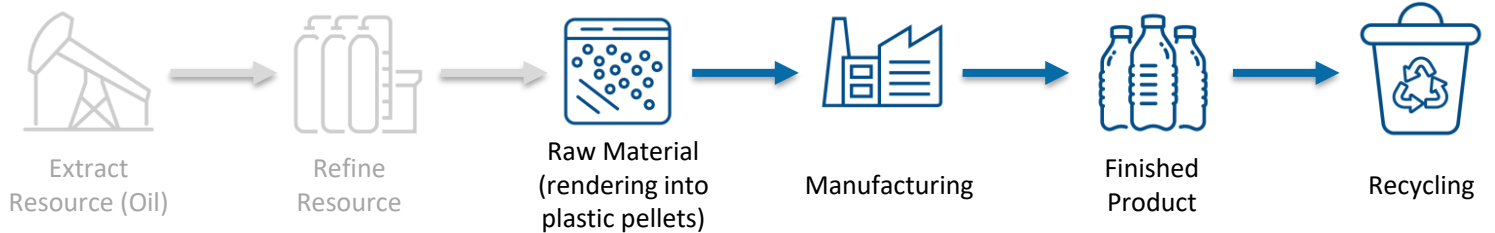
# RECYCLING PROGRAMS REDUCE ENVIRONMENTAL IMPACT

## Linear System Flow



*The biggest driver of environmental impact stems from virgin material extraction and production as well as the externalities of landfilling.*

## Circular System Flow



*The material collected through TerraCycle is processed and used to substitute for virgin material, eliminating the need to extract new raw materials.*

**Recycling proves to have a lesser environmental impact compared to landfill because the reduction in resource extraction outweighs the transportation externalities.**



# WHAT DETERMINES RECYCLABILITY?

## LOCALLY RECYCLABLE



Aluminum



PET



Uncoated Paper



Glass



HDPE

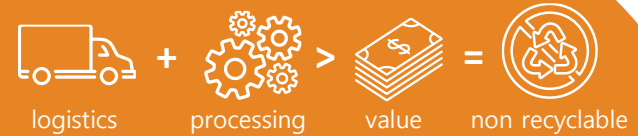


Aerosol Canisters



Polypropylene

## NOT LOCALLY RECYCLABLE



Beauty Products



FROG® @ease® Floating Sanitizing System



Polybags



Flexible Plastic Packaging



Cigarette Butts

## SOMEWHAT RECYCLABLE

(limited geographic access or restrictions around recycling)

# TABLE OF CONTENTS

1

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2

**How Does the FROG Recycling Box Program Work?**

3

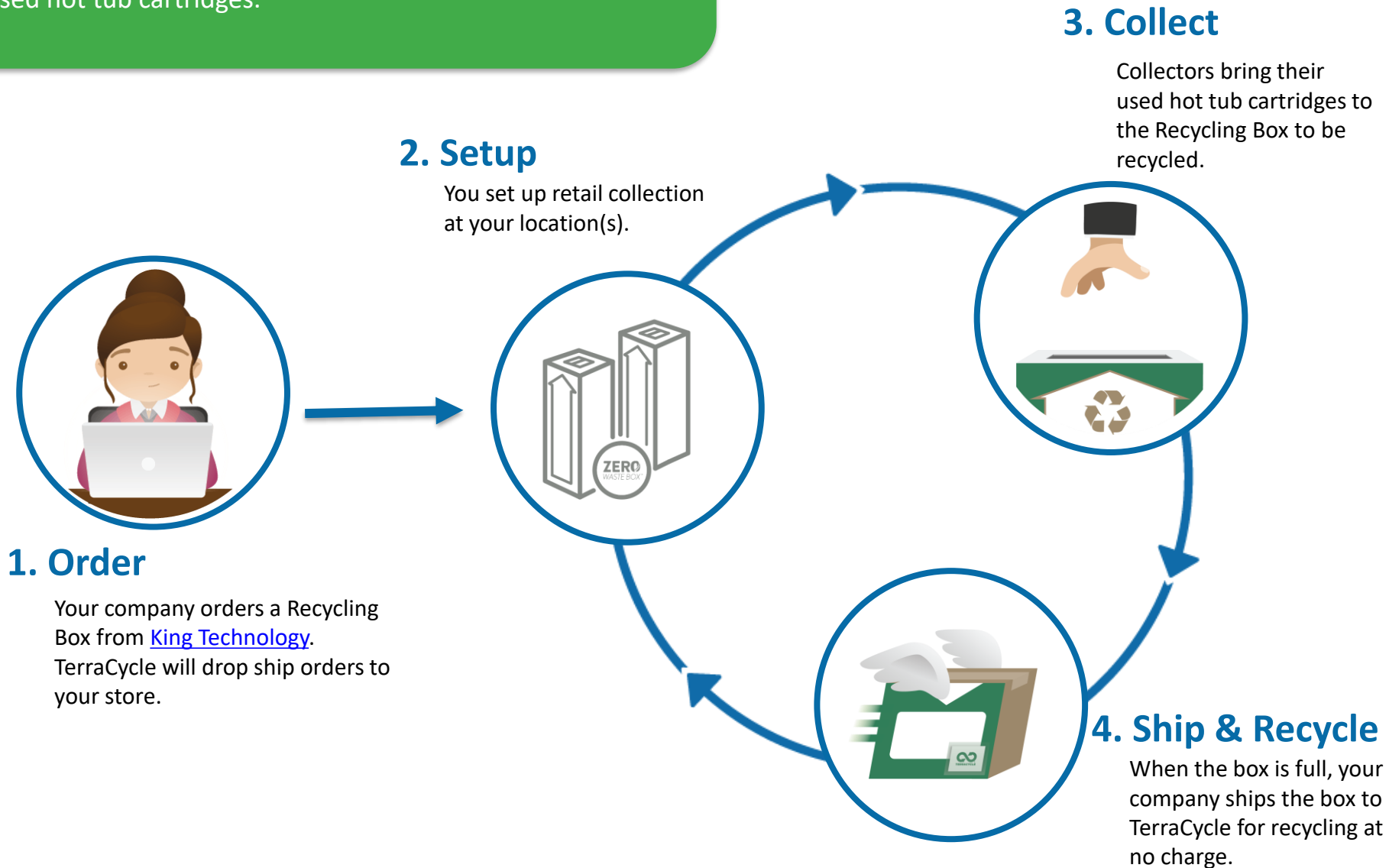
What is the Value & ROI for Dealers?

4

Questions?

# THE COLLECTOR EXPERIENCE

TerraCycle provides an easily accessible recycling solution for used hot tub cartridges.







# ACCEPTED WASTE

## FROG RECYCLING PROGRAM

Use the Recycling Box to recycle used hot tub cartridges including FROG® @ease®, FROG® Serene® and FROG® Filter Mate® cartridges.



# UNACCEPTED WASTE

## FROG RECYCLING PROGRAM

**DO NOT** use the Recycling Box to recycle any other brand of chemical containers other than FROG cartridges and no cardboard, styrofoam peanuts, bubble wrap, shredded paper, shrink wrap, rigid plastic containers, food packaging, disposable masks, and anything else not accepted through this program.





## INDUSTRY-LEADING R&D EXPERTISE

Our in-house R&D team is comprised of scientists and materials application specialists with extensive backgrounds in applied sciences and engineering.

For over 18 years, our R&D teams have specialized in recycling the unrecyclable – including developing new processes, new formulations, and new applications for hundreds of complex materials that do not otherwise have local or widely accessible solutions.





# Recycle your waste

**TerraCycle's in-house R&D team** specializes in the development of innovative recycling processes and applications for hard-to-recycle materials. TerraCycle works with strategic partners to execute these solutions.

**TerraCycle's in-house Design team** can also design and construct unique upcycled products made from any of your products or packaging.

Standard supply chain examples



Community donation examples



Corporate gift examples



Closed loop examples



# HOW TERRACYCLE RECYCLES WASTE



## 1

### Receive

TerraCycle receives waste in our Materials Recovery Facilities (MRFs). TerraCycle operates dozens of MRFs in 21 countries and handles thousands of different waste streams.



## 2

### Check in

TerraCycle checks in, weighs, inspects materials for compliance, and records all shipments. Key shipment data is shared with partners via TerraCycle reports.



## 3

### Aggregate

Shipment contents are aggregated and stored with similar materials until minimum processing quantities are met.



## 4

### Recycle

TerraCycle works with strategic partners to process individual waste streams into a secondary raw material. Secondary raw materials can be used to make new products or can be used in your own supply chain.

# TABLE OF CONTENTS

1

Who is TerraCycle & What Do We Do?

2

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3

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4

Questions?



# ROI

Return on Investment



## Maintain Sustainability-Minded Customers

By incorporating the FROG Recycling Box in your store, you continue to retain customers who love FROG hot tub products while providing a solution to the empty plastic cartridges.



## Enhance Employee Engagement

By integrating FROG Recycling Boxes into your store operations, you can bolster employee engagement with your current employees by launching programs that align with their values. Engaged employees create a positive atmosphere in store which helps enhance the customer experience.



## Stand Out As A Leader In Consumer Demands

By offering this recycling solution, your customers see that your business keeps up with the growing consumer demand for companies to offer more sustainable solutions, positioning your company as a leader in sustainability.



# HOW TO CREATE ROI BY RECYCLING THE NON-RECYCLABLE

## FROG RECYCLING BOX BUSINESS EQUATION

*When purchasing FROG Recycling Box service, the cost of the box encapsulates the cost of collection and processing minus the value of the resulting material.*



Collection Cost

+



Processing Cost

-



Value

=



Cost of FROG Box

# ROI

## WE SOLVE FOR THIS BY DRIVING ROI

By offering your customers FROG Recycling Box solutions, you can unlock a multitude of opportunities to acquire new customers, increase sales, and help to create a positive image of your business.

## KING TECHNOLOGY IS PARTNERING WITH YOU

We know this is an investment you are making. Please be assured that King is participating in this investment with you because we feel it is very important. Several hot tub manufacturers are also chipping in so check with your supplier for any program they are offering.

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1

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3

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4

Questions?

**Learn More**

**At**

**King Technology**

**FROG Recycling Program**