



BIC EXPANDS SUCCESSFUL WRITING INSTRUMENT RECYCLING PARTNERSHIP WITH TERRACYCLE TO AUSTRALIA AND NEW ZEALAND

September 26, 2019 - Thanks to an expanding partnership between BIC and the innovative recycling giant TerraCycle, all brands of pens and markers are now 100% recyclable in Australia and New Zealand. Called the Writing Instruments Recycling Program, this partnership has already kept over 40 million pens from landfills across Europe. Now it encourages schools, offices, and communities across Australia and New Zealand to collect and recycle used pens, markers, and other writing instruments as well. The products will then be given new life—and given back to local communities—when they are manufactured into garden beds, park benches, and even playgrounds.

“At BIC our commitment to reducing our environmental footprint is ingrained in our values, so we are thrilled to be able to provide Australians and New Zealanders with a free solution for recycling writing instruments once they are no longer usable,” said Mark O’Sullivan, General Manager BIC, Asia-Pacific. “Our TerraCycle partnership not only reinforces BIC’s commitment to educating current and future generations on the importance of sustainability, but it also provides BIC the opportunity to give new life to our products by recycling them into parks and playground equipment for the community.”

General Manager of TerraCycle Australia and New Zealand, Jean Bailliard, adds: “TerraCycle is committed to educating Australians and New Zealanders on the importance of resource conservation. With the support of leading brands like BIC, we are able to teach both children and adults the value of recycling products they use every day at school or at work, that would otherwise end up in landfill.”

The program is receiving an enthusiastic welcome by teaching staff, students, active recyclers and environmental activists who have long sought for ways to dispose of used writing instruments while protecting the environment. They can also celebrate because, for every kilogram of writing instruments sent to TerraCycle, collectors will earn \$1 towards the Australian or New Zealand school or charity of their choice. Globally, more

than \$45 million has been raised for schools and charities through TerraCycle's free programs.

To learn more and join the Writing Instruments Recycling Program in Australia, visit www.terracycle.com.au. To learn more and join the program in New Zealand, visit www.terracycle.co.nz.