

# How2Recycle Label Welcomes Nestlé USA And Purina As Its Newest Participants

Nestlé is the newest member of the How2Recycle Label Program. Selected Nestlé USA and Purina® brands will use the How2Recycle label to help communicate to the public how to recycle their packaging.

The How2Recycle label is a project of GreenBlue's Sustainable Packaging Coalition (SPC), developed to provide clear and concise on-package recyclability information and keep recoverable materials out of landfills. The brands join over 40 How2Recycle member companies using the label on packaging.

"Nestlé's adoption of the How2Recycle Label substantiates our commitment to contribute to initiatives to recover used packaging, and increase the use of recycled materials where there is an environmental benefit, to improve the environmental footprint of our products," said David Strauss, Head of Packaging, Nestlé USA.

*"The How2Recycle labels are the next step in our partnership with consumers and communities to help give our packaging materials a second, recycled life where possible," said Diane Herndon, Manager, Sustainability, Nestlé Purina PetCare Company.*

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The companies plan to phase-in the How2Recycle label onto many of their products in the upcoming months.

"We are very excited to welcome Nestlé to the How2Recycle Label Program" says Project Manager Danielle Peacock. "We look forward to helping their customers understand how to recycle their many products."

## ABOUT HOW2RECYCLE

The How2Recycle Label is a project of GreenBlue's Sustainable Packaging Coalition®, a membership-based group that brings together business, educational institutions, and government agencies to collectively broaden the understanding of packaging sustainability and develop meaningful improvements for packaging solutions. GreenBlue® is an environmental nonprofit dedicated to the sustainable use of materials in society. For more information follow us on Twitter @How2Recycle or go to our website at [How2Recycle.info](http://How2Recycle.info).

## ABOUT NESTLÉ IN THE UNITED STATES

Nestlé in the United States is committed to being a trusted leader in nutrition, health and wellness. Our diverse portfolio of food and beverage products provide nutritious options for

every member of the family, including infants, toddlers, teens and adults, mature adults, and dogs and cats. Nestlé in the U.S. consists of eight main businesses: Nestlé USA, Nestlé Purina PetCare Company, Nestlé Waters North America, Nestlé Nutrition, Nestlé Professional, Nespresso, Nestlé Skin Health and Nestlé Health Science. Together, these companies operate in more than 120 locations in 47 states and employ over 51,000 people. The United States is Nestlé S.A.'s largest market with combined product sales in the United States totaling more than \$26 billion in 2014.

At Nestlé, we believe that for our business to prosper in the long term, we must create value for our employees, customers, stakeholders, consumers and the communities where we live and work. Nestlé embeds Creating Shared Value into every part of its business, from nutrition and wellness to environmental sustainability and responsible sourcing. For more information, visit: <http://www.Nestleusa.com/CSV>.

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