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IMC Licensing Signs Agreement to Represent TerraCycle

LOUISVILLE, KY – [IMC Licensing](#), the nation's leading full-service licensing agency specializing in consumer product brands, announced today that it has entered into a representation agreement with [TerraCycle](#), one of the fastest growing green companies in the world.

TerraCycle provides free collection programs for non-recyclable and difficult-to-recycle materials and then turns the waste into affordable, eco-friendly products. By upcycling and recycling traditionally non-recyclable waste (drink pouches, chip bags, toothbrushes and much more) into various consumer products and materials, the company keeps waste out of landfills and contributes to a cleaner world. TerraCycle products are available at major retailers such as Wal-Mart and Target as well as online.

As part of the agreement, IMC Licensing will represent TerraCycle partners' pre- and post-consumer packaging waste that is ready to be upcycled into new products. TerraCycle's current packaging brands include many iconic global brands. As a result of the agreement with IMC Licensing, this packaging waste now will be available to licensees to create new consumer products such as bags, gifts, toys and a variety of school, home, office, garden and pet supplies.

IMC Licensing will also license the TerraCycle brand as an authentic green brand for use on other products made from environmentally-friendly recycled materials. Licensees can buy the recycled material from TerraCycle in the form of pellets, shreds, sheets and more or source from a verified supplier of recycled materials. Potential licensing categories include back-to-school supplies, toys, housewares, pet accessories, fashion accessories and home improvement products.

IMC Licensing will explore options for TerraCycle to use licensing as a model to gain leverage in other parts of their business. For example, Terracycle was founded by producing worm poop fertilizer and packaging it in used soda bottles. Now IMC will look to license out the worm poop fertilizer program to other partners to gain greater distribution and penetration of this organic and highly effective product.

"We believe there is a huge opportunity to expand TerraCycle to lines of upcycled and recycled products that are good for consumers and the environment," said IMC Licensing President and Co-founder, Cara Bernosky. "This truly authentic green brand will speak to consumers at a time when they are seeking more environmentally friendly options and are proud to let others know they are doing so."

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“We look forward to working with IMC Licensing to grow our brand presence and global impact as we attempt to Eliminate the Idea of Waste™,” said Tom Szaky, who founded the company in 2001 as a Princeton University freshman. “With more than 14 million people collecting waste in 11 countries, we have diverted almost two billion pieces of waste from landfills and plan to create collection and solution systems for anything that today ends up in our trash.”

ABOUT IMC LICENSING

IMC Licensing leads the industry with its focused approach to brand-building through licensing. We help brand owners and manufacturers turn the world’s best consumer product brands into great new consumer products.

IMC Licensing has worked with companies like Sunkist, TABASCO, Valvoline, General Mills, Butterball and Borghese. For more information, please visit www.imclicensing.com.

ABOUT TERRACYCLE

Founded in 2001, TerraCycle (www.terracycle.net) is the world’s leader in the collection and reuse of non-recyclable post-consumer waste. TerraCycle works with over thirty major brands in the US (and in a growing number of other countries) to collect used packaging and products (chip bags, candy wrappers, juice pouches, pens, toothbrushes, etc.) that would otherwise be destined for landfills. It repurposes that waste into new eco-friendly materials and products that are available online and through major retailers. The waste is collected through TerraCycle’s Brigade programs, which are free fundraisers that pay schools and non-profits for every piece of waste they collect and return. For information on how to join a TerraCycle Brigade and on purchasing TerraCycle products please visit us at www.terracycle.net.

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