



# Revolution in a Bottle: How TerraCycle Is Redefining Green Business

*Tom Szaky*

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# Revolution in a Bottle: How TerraCycle Is Redefining Green Business

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**Revolution in a Bottle: How TerraCycle Is Redefining Green Business** Tom Szaky  
**The amazing story of what Inc. calls "The coolest little startup in America."**

While a freshman at Princeton, Tom Szaky co- founded a company that recycles garbage into worm poop, liquefies it, then packages it in used soda bottles, creating TerraCycle Plant Food. Five years later, this all-natural, highly effective fertilizer is available in every Home Depot, Target, Wal?Mart, and more than 3000 other locations. It's a thrilling entrepreneurial success story-and just the beginning of what makes *Revolution in a Bottle* fascinating.

Szaky argues for a new approach to business, an "ecocapitalism" based on a "triple bottom line." Every business, he says, should aspire to be good for people, good for the environment, and (last but definitely not least) good for profits. He shows how the first two goals can help the third.

Many companies brag about being environmentally-friendly. But no one does it as effectively as TerraCycle. Now they're also reusing garbage to create new products, from bird feeders to tote bags, and even engaging major companies like Kraft and General Mills to sponsor their waste streams.

In the spirit of TerraCycle, this book will be printed on 100% recycled materials.

## About the Cover:

This may look like a book jacket, but it's actually your very own upcycling container. Tom Szaky, founder of TerraCycle, is dedicated to eliminating the concept of waste. His firm works with other companies to collect and reuse nonrecyclable packaging and upcycle it into eco-friendly affordable products. And they want your help.

One such company is Bear Naked(r), an all-natural food and lifestyle brand that has partnered with TerraCycle to operate the Bear Naked(r) Bag Brigade. This free program makes a donation to a school or nonprofit for every bag a participant collects. Now you can join in by using your book jacket as an envelope. See the back flap for instructions-it's easy. Then fill it with a used Bear Naked(r) granola bag and drop it in a mailbox to become a part of TerraCycle's eco- revolution! Bear Naked(r) will even donate \$1 to plant a tree in American Forests, up to \$5,000. **Offer expires 12/31/09 or after the first 25,000 copies are sold, whichever comes first.**

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