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MEDIA RELEASE

Three Canadian Companies Recognized for Outstanding Zero Waste Product Design

The National Zero Waste Council (NZWC) today announced the addition of three companies – [Lush Handmade Cosmetics](#), [Shaw Industries Incorporated](#) and [Club Coffee](#) – to an esteemed [design portfolio](#) that celebrates businesses on the forefront of Canada’s circular economy and zero waste movements.

The portfolio serves to educate consumers and businesses by showing how companies successfully incorporate waste prevention principles into the design of their products, packaging and business models.

“More and more businesses are joining Canada’s zero waste revolution – we are working to make it easier for companies to learn from best practices and form a solid foundation for zero waste nationwide,” said Malcolm Brodie, Chair of the National Zero Waste Council. “So much of what we buy and use every day is designed to be thrown away, but many Canadian businesses are now consciously designing their products and packaging to be easily disassembled, repaired, reused and recycled.”

“From fashion to furniture, businesses are finding cost-savings, reduced environmental impacts and increased consumer appeal by taking the entire of their products lifecycle into account,” Brodie added.

Canada’s well-known Lush Cosmetics is being recognized for its clear PET bottles made from 100% post-consumer recycled PET while Shaw Industries Incorporated entered the design portfolio with its EcoWorx® PVC-free modular carpet tiles, which reduce traditional carpet waste and save resources by using recycled materials. Club Coffee joins with their PurPod100™ which is the world’s first certified 100% compostable pod for the North American single-serve market of coffee, tea and other hot beverages.

“We are honoured to be included in the NZWC Design Portfolio along with many other Canadian forward-thinking businesses who are helping to shape a zero waste circular economy,” said John Pigott, CEO of Club Coffee. “Consumers enjoy the convenience of single serve coffee but want less waste and our PurPod100™ offers them a sustainable alternative.”

Businesses can apply to be featured in the design portfolio, but their products must be available for purchase in Canada, and be either invented, designed, manufactured or packaged in Canada. A panel of leading experts in sustainable design and the circular economy review all qualifying applications.

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“Design is the foundation for true sustainability in products,” said Susanna Carson, CEO, BSI Biodegradable Solutions and Co-Chair of the Product Design and Packaging Working Group. “When companies can make a product that minimizes waste in production and creates no waste at the end of its use, we’ve made real steps towards a circular economy and a future of great products in Canada.”

All businesses and their products featured in the National Zero Waste Council’s design portfolio can be found [here](#).

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