



For Immediate Release

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Further Establishing Itself as a Leader in Sustainability, New Seasons Market Develops Circular Packaging Program for Grab-and-Go

In partnership with Portland-based D6 Inc., launch of innovative reuse initiative collects nearly 60,000 lbs. of #1 PET

Portland, Ore. (Oct. 26, 2022) - Further establishing itself as a leader in sustainability, New Seasons Market has developed a circular packaging program, recovering #1 PET from customers and working with respected partners – both near and far – to recycle the materials into containers later used for grab-and-go items **at its own stores**. Since New Seasons started collecting #1 PET in April 2022, representing materials traditionally not accepted in curbside bins, the stores' customers have overwhelmingly embraced the program, recycling more than 57,000 lbs. to-date.

"When looking to improve the environmental performance of our packaging, our approach is holistic. We worked with our vendors to create lightweight packaging that incorporates 100 percent post-consumer recycled content, while simultaneously developing partnerships that allow the materials to be recycled back into the packaging system. With each product, we also prioritize food preservation to avoid any unintended consequences of food waste that often result from packaging changes," said Athena Petty, senior manager of sustainability at New Seasons. "We're thrilled that our customers can be a part of this circular packaging solution, bringing #1 PET containers back to our stores and knowing they're part of a larger solution to reduce waste."

How It Works

Once collected at New Seasons' stores, the #1 PET containers are transported to - and recycled into - clean, wash flake by [Green Impact Plastics](#), an industrial scale thermoform recycling facility. The material is then transformed into plastic roll stock to be repurposed by partner [D6 Inc.](#) into containers that will be used at New Seasons to package grab-and-go items. The containers are made with 100 percent post-consumer recycled content with a tamper evident button, instead of a wasteful strip, all details reducing total plastic by approximately 10 percent, compared to the previous containers used in grab-and-go. By 2023, more than 25 percent of New Seasons' grab-and-go items will be packaged in 100 percent recycled PET containers.

"As an Environmental Social and Governed (ESG) based business, D6 Inc. is working diligently towards changing the negative narrative of PET plastics, globally. In our PET recycling efforts, we are forever grateful for our partners' support at store level, and our joint goal is to close the recycling loop at the retail level," said Edward Dominion, CEO and founder of D6 Inc. "Being the largest recycler of retail thermoform waste in the Pacific Northwest, our stance that surrounds recycling is completely sustainable and viable. As we take on an innovative mechanical domestic recycling approach, we are not

copying the past. Rather, D6 Inc. is creating the future of recycling today. Our team is making advancements in our PET extrusion and LSP systems to focus on recycling thermoform containers on a large scale domestically. Our overall recycling and company goal is to become carbon negative by 2025-2030. As we team up with our retail partners, we can bring recycling to more consumers and help create a truly sustainable future.”

New Seasons aims to be a leader in sustainability, and seeks to introduce sustainable practices that can be scaled nationally. Most notably, New Seasons has identified three areas where it can create the most impact: preventing food waste, reducing single-use packaging and mitigating climate change. The store was recently recognized by [Progressive Grocer](#) for these efforts, as well as New Seasons’ new, first-of-its-kind environmentally preferable packaging, including the introduction of [Partner Brand Fresh Pasta PaperSeal MAP trays](#), which output 91 percent less plastic than traditional packaging.

About D6 Inc.

D6 Inc. is the fastest design-to-shelf packaging manufacturer, unique in its vertical integration and ability to use 100% post-consumer recycled content (“PCR”) by taking in waste products, wash cleaning and upcycling/manufacturing food grade packaging products. D6 Inc. is on track to become the world’s first Carbon Negative packaging company by 2025 – 2030. In under 8 years, our company has processed over 1.2 billion lbs. of waste and this number continues to grow as we do. For more information, visit <https://d6inc.com>.

About New Seasons Market

New Seasons Market is a friendly neighborhood grocery store that believes great-tasting, local food has the power to build community and enhance lives. From taking care of its staff, partners, neighborhoods, and the environment to growing a sustainable business, it’s doing what it loves with a commitment to cultivating a strong community centered around food. Founded in 2000 by three families and 50 friends in Portland, Ore., New Seasons Market is now a team of nearly 2,700 passionate staff across 19 stores in Oregon and Washington, serving a unique mix of locally sourced and organic items, classic grocery favorites, chef-made grab and go meal solutions. New Seasons Market is proud of its progressive values—from offering industry-leading compensation and benefits to committing 10 percent of its after-tax profits to the communities it serves. For more information, visit www.newseasonsmarket.com.

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