



V01

# Brand Toolkit

002

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# 01 About the Brand

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About Us

PAGE 05

Our History

004

# Eliminate the Idea of Waste®

## Rooted in Purpose

At Loop, everything we do is motivated by our mission to Eliminate the Idea of Waste, and all of its resulting environmental consequences.

This drives our ambition to create a global ecosystem for the reuse movement. One that maintains the convenience and affordability that we have come to enjoy with a throw-away lifestyle.

We therefore provide a convenient, easy solution by partnering with brands and retailers to bring products consumers already love in reusable packaging.

Our core focus is convenient circularity and to help do what's best for our families, our future, and our planet.

This purpose drives how we communicate with consumers, partners, and media.



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# Our History

Loop's groundbreaking reuse platform was announced in 2019 at the World Economic Forum in Davos, and is now available across the United States, United Kingdom, Canada, and France. Later this year, the platform will also expand to Japan and Australia. Now partnered with over 200 consumer product companies and more than a dozen major retailers, Loop continues to launch innovative new platforms to offer reuse across a broad spectrum of categories, from restaurants to reusable diaper services.



# 02 Voice & Style

We speak clearly  
with positivity  
& honesty

Our voice brings our brand to life; it communicates our personality. While the exact message will naturally vary by context, our voice should always remain consistent. This helps our audience get a sense of what we are like and what to expect from us.

PAGE 07

**Tone & Voice**

PAGE 08

**Taglines**

# Tone of Voice Principles



## Clear & Simple

“We reimagined the weekly shop, with counter-worthy packaging not made for the trash.”



## Positive

“It’s time to wake up and smell the coffee... from a waste-free tin”



## Teamwork

“Loop is just the beginning. Let’s make waste-free packaging happen together.”



## Honest

“We won’t change the world instantly. But we can make a start, together.”



## Sensorial

“Introducing a new kind of guilt-free ice cream. Tastes the same, feels different.”

008

Tagline #1

Designed for reuse.

Tagline #2

Return, refill, reuse.

Our two taglines are a representation of our brand value and overall mission.

The purpose of our brand taglines is to capture and summarize our brand promise, brand values, and product experience.

Taglines may be used in any marketing materials, advertising, or brand execution where we seek to communicate our personality, mission, or brand values.

Each tagline may be used in combination with the brand logo and brand images as a standalone brand marketing campaign. The brand taglines should not be combined with campaign-specific taglines or phrases.

Avoid rewriting, rewording, or editing the taglines in any way.



03

The Loop Logo

The heart, soul,  
and center of our  
brand identity

Our logo is how our customers tell us apart from a crowded industry. It’s a promise of quality, consistency, and reliability of the reuse ecosystem we are building.

As such, it is vital that our logo is presented correctly in every execution. This section covers these guidelines in detail.

Any use of our brand logo outside of or conflicting with the contents of this section will be considered unauthorized.

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Our Logo

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Clear Space

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Color Variations

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Market-Specific  
Logo

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Partnership Lockups

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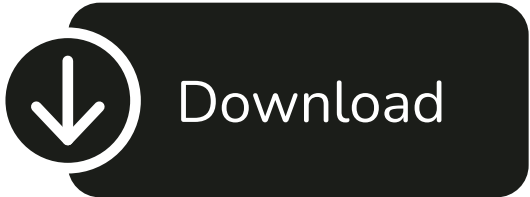
Background Control

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Common Errors

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Logo Downloads



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# Our Logo

The brand logo identifies the Loop brand as a whole. Use this logo to represent your partnership with Loop in different stakeholder touchpoints, on your products, through your marketing campaigns, or for internal communication purposes.

This logo is a carefully created piece of locked artwork that should not be altered in any way.



011

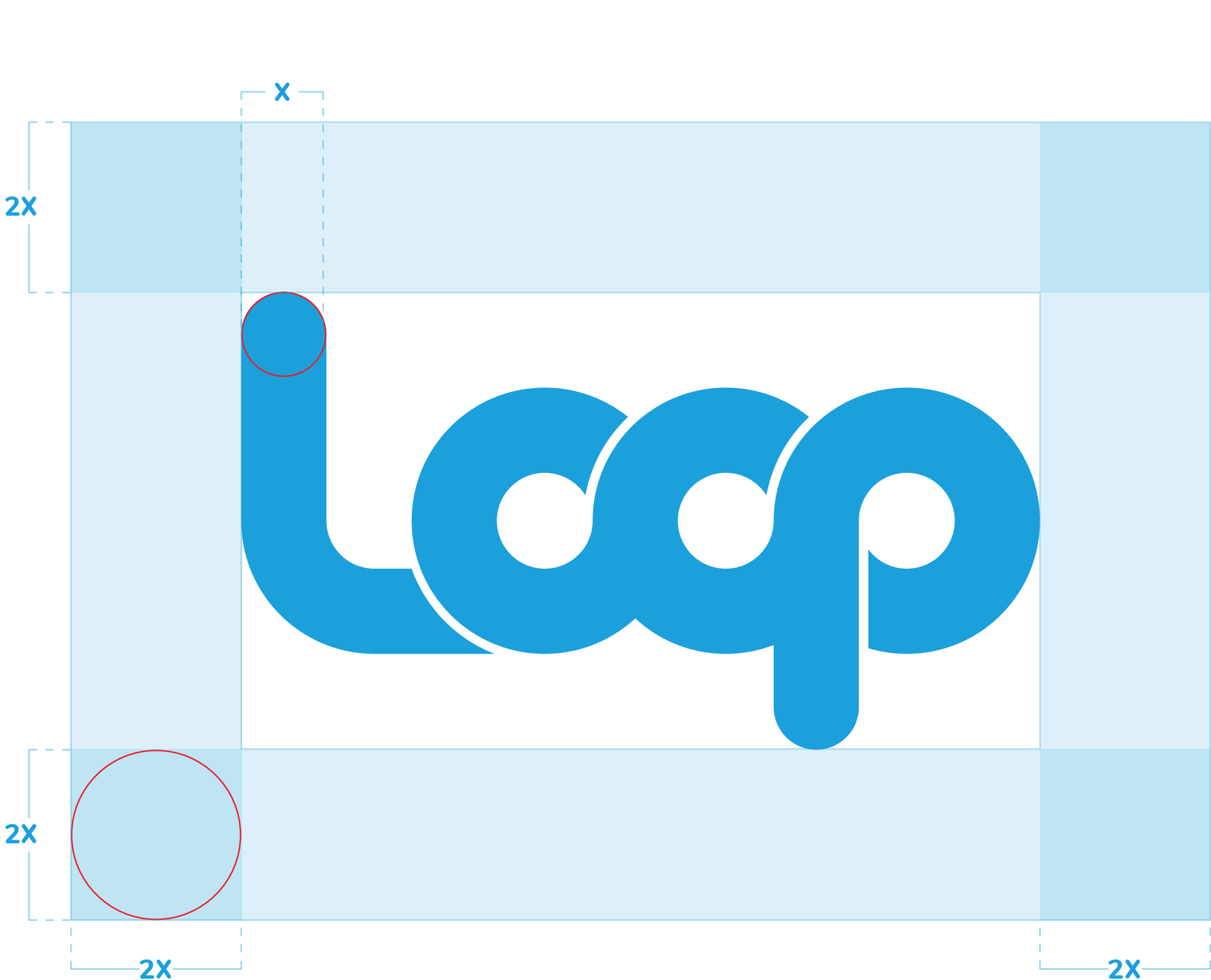
# Clear Space

Clear space, or negative space, is the area that surrounds the logo that is completely clear of any other graphical element. Clear space helps the logo stand out from the rest of the elements on the page and ensures legibility, even at small sizes.

**As a general rule, the more clear, or negative, space around the logo, the better.**

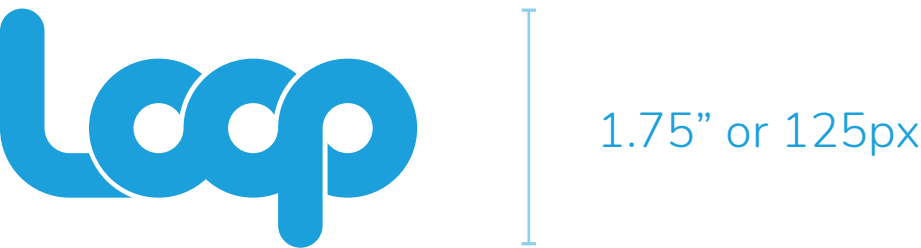
On smaller digital applications and partnership lockups, there should be clear space equal to the width of the circle that fits in the letter “L” of the logo (marked as “X” in the diagram) on all four sides of the logo. For larger digital applications and print applications, there should be a clear space equal to two times the width of the circle.

## Visualized Clear Space



### CLEAR SPACE FOR SMALLER APPLICATIONS

The clear space is equal to the width of the circle that fits in the letter “L” of the logo (marked as “X” in the diagram above).



### MINIMUM SIZE

This version is not intended for extremely small sizes. The minimum height is 1.75" for print applications and 125px for digital applications.

012

# Color Variations

Our logo has several color variations for use on different background types, tones, and colors. When in doubt, use the most legible version of the logo for the available background.

For printed executions, special care should be given to ensure logo legibility on the final media or material used.

Loop Blue on White



White on Loop Blue



Loop Blue on Black



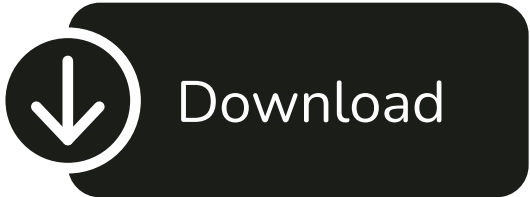
Black on White



White on Black







013

# Market-Specific Logo



In the specific markets of Asia & Canada where Loop is available, a location-specific mark must be used for signage, merchandise, and marketing.

Special care must be given to typography and spacing in order to remain consistent across the brand (and world).

Location-specific marks may not be used for assets that are being distributed outside of Asia & Canada.



## CLEAR SPACE

The clear space is equal to two times the width of the circle that fits in the letter “L” of the logo (marked as “X” in the diagram above).



## MINIMUM SIZE

This version is not intended for extremely small sizes. The minimum height is 1.75" for print applications and 125px for digital applications.

# Partnership Lockups

The X symbol is our recommended way of illustrating a partnership between two brands. When the brand partner is communicating, we recommend that their logo is shown first, and then the Loop logo. You may see Loop communications using a reversed version of the lockup.

The space between the X symbol and each brand’s logo should be equal, and meet each brand’s respective free space requirements. Brand logos should be central-aligned and share the same visual weight.

If color contrast is a concern when working with backgrounds, white or black versions of the partnership lockup can be used as long as it meets the logo color requirements of the brand partner.

## Options

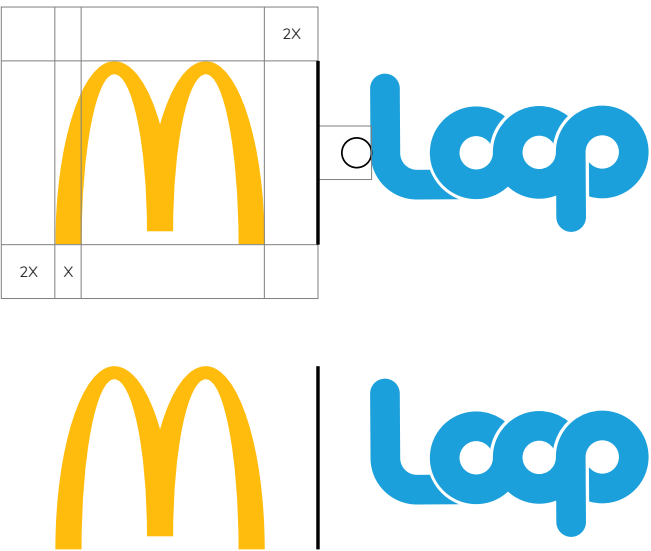
### OPTION #1

Recommended for small spaces and long partner logos



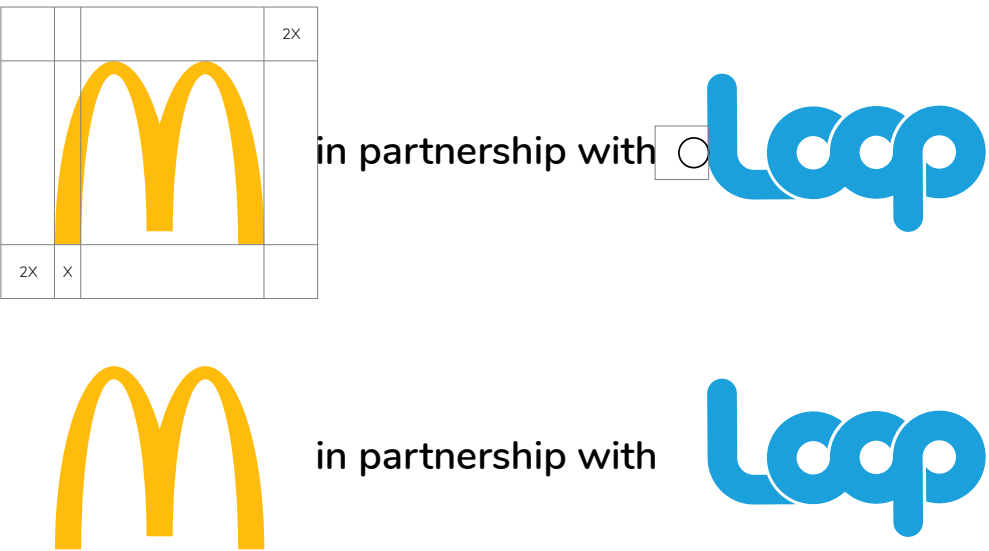
### OPTION #2

Variation on Option #1 that accomodates other brand partner co-branding standards



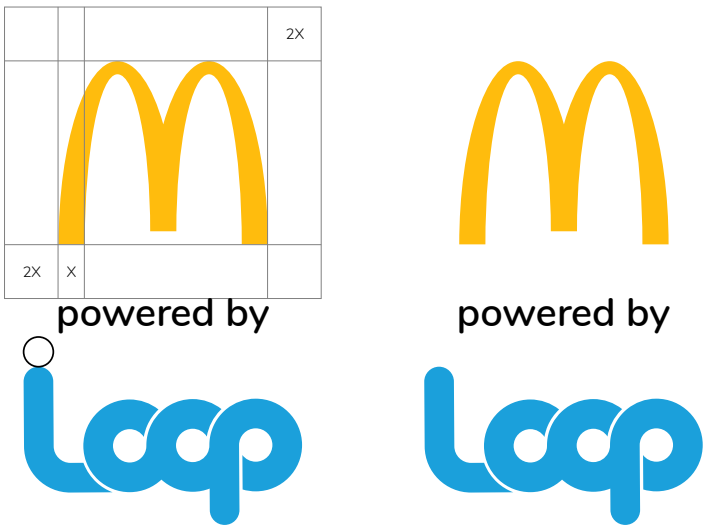
### OPTION #3

Recommended for a more general message about the partnership



### OPTION #4

Recommended for a more descriptive message about the product or service



# Background Control

Contrast is the name of the game when considering placing the logo on any background.

Our logo should not only be legible; it should also make a clear, strong statement when used. If there is not enough contrast between the logo and the background, the presence of the logo is weakened.

The logo may be placed on photographs, textures, and patterns as long as there is enough contrast for the logo to be visible.



The logo may be used on any solid-color background, but only in White, Cave Black or Loop Blue color. Please read the next page for more information.



The white-colored version of the logo may used on any dark photographic background. Do not use the Loop Blue-colored version on dark photographs.



The Loop Blue or Black colors may be used for the logo to be placed on any light photographic background. Do not use the White-colored version on light photographs.



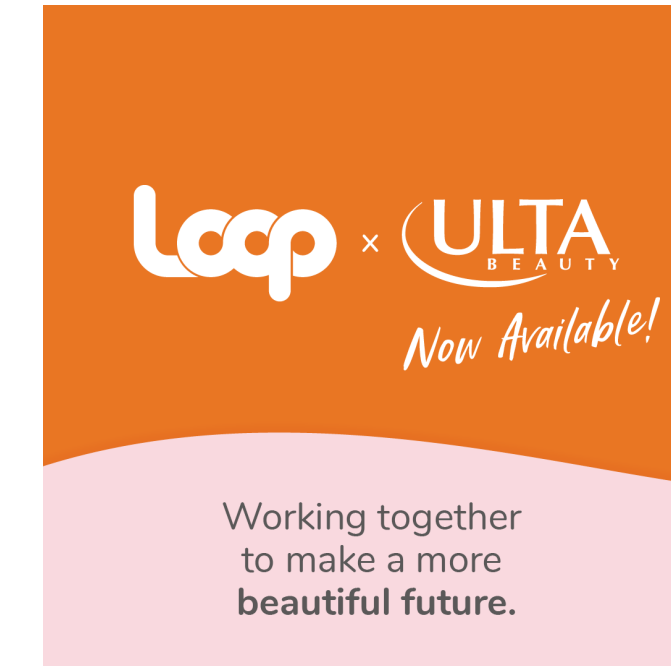
The logo may be used on low-contrast patterns. Use the Black, White or Loop Blue colors to achieve maximum contrast.



# Background Control

## (Marketing Suggestions)

These are some examples of approved use of our logo. Please make sure that there is enough contrast between our logo and the background in use.



# Common Errors



Do not stretch, squash, skew, or distort the logo in any way.



Do not reduce the logo opacity.



Do not add graphic effects to the logo, including drop shadows.



Do not use gradients, including this older, discontinued version of the Loop logo.



Note: This is not a comprehensive list of errors. These are simply the most common or egregious errors.

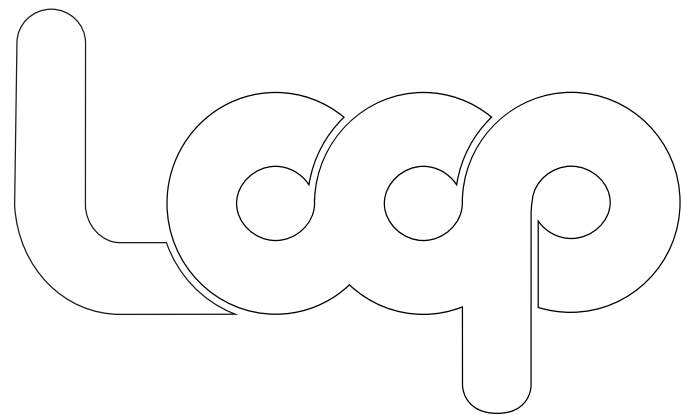
Do not place the logo on a high-contrast pattern or busy photograph.



Do not modify or change the logo and its parts.



Do not encroach on the required clear space surrounding the logo.



Do not outline or create a keyline around the logo.



# Logo Downloads

# 08 Deposit Symbol

A worldwide language for re-usability

Consumers returning your containers once used is a cornerstone of your product's successful journey with Loop.

As it is a new behavior for most consumers, clear and consistent on-pack messaging is crucial to differentiate your reusable Loop container from other single-use products and maximize your return rates.

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**Common Application Examples**

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**Common Errors**

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**Deposit Symbol Downloads**



# Labelling Requirements

Featuring the “Return to Loop” symbol on your product’s label is a requirement for any product distributed in the Loop ecosystem. You can use one of the 3 options introduced in this document.

**You can use any color of your choice for the Deposit Symbol, as long as there is enough contrast for the symbol to be visible and legible.**

## Options

### OPTION #1

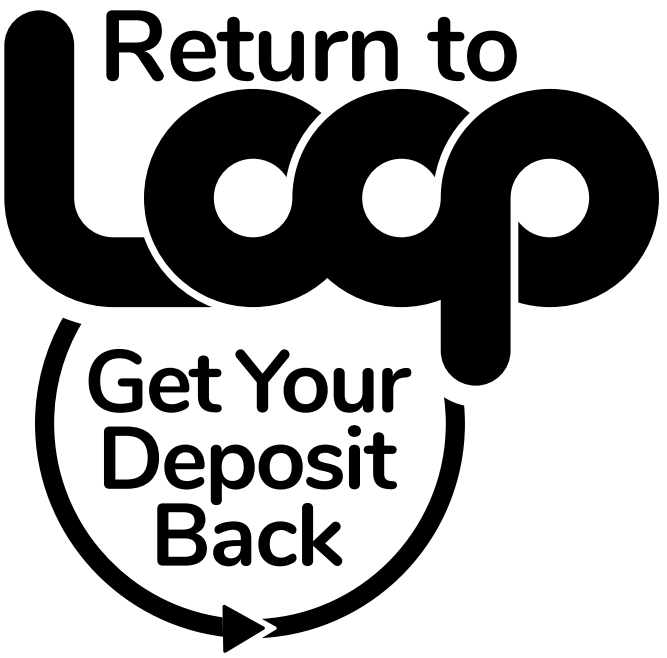
Recommended



Please adjust the deposit value in the working file with brand defined deposit value.

### OPTION #2

Alternative



No need to adjust the deposit value in the working file.

### OPTION #3

Minimum Requirement



## Use Examples





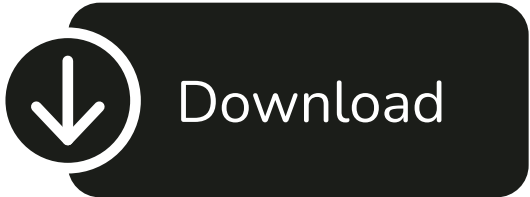
021

# Common Application Examples

- The Deposit Symbol follows the clear space requirements listed in this document.
- The Deposit Symbol is meeting the minimum size requirements as listed in this document.
- The Deposit Symbol is not rotated.

Note: This is not a comprehensive list of applications. These are simply the most common we see from our brand partners.





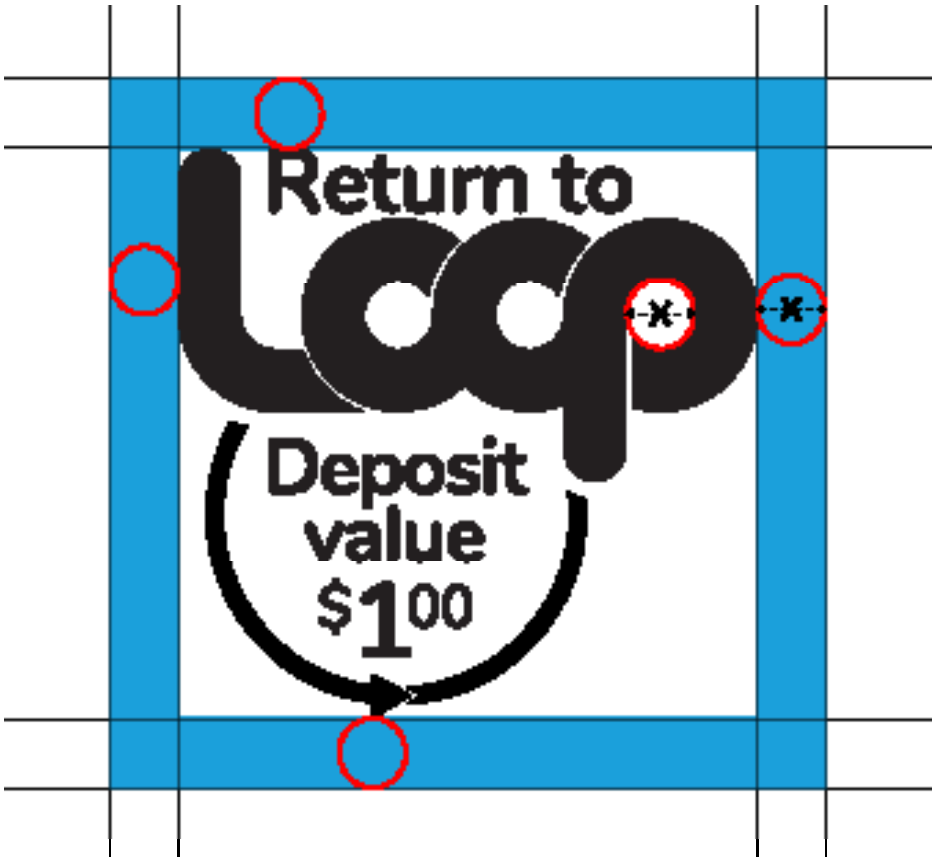
022

Option #1

# Deposit Value Visible



We strongly recommend the use of this option as it provides the clearest customer incentive to return your container.



CLEAR SPACE

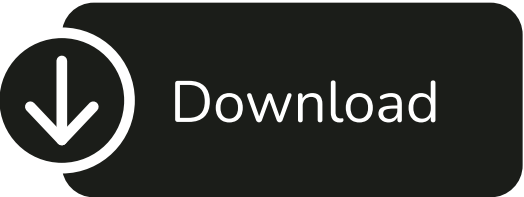
The exclusion zone is equal to the width of the circle that fits in the letter "P" of the logo (marked as "X" in the diagram).



14 mm or 0.5"

MINIMUM SIZE

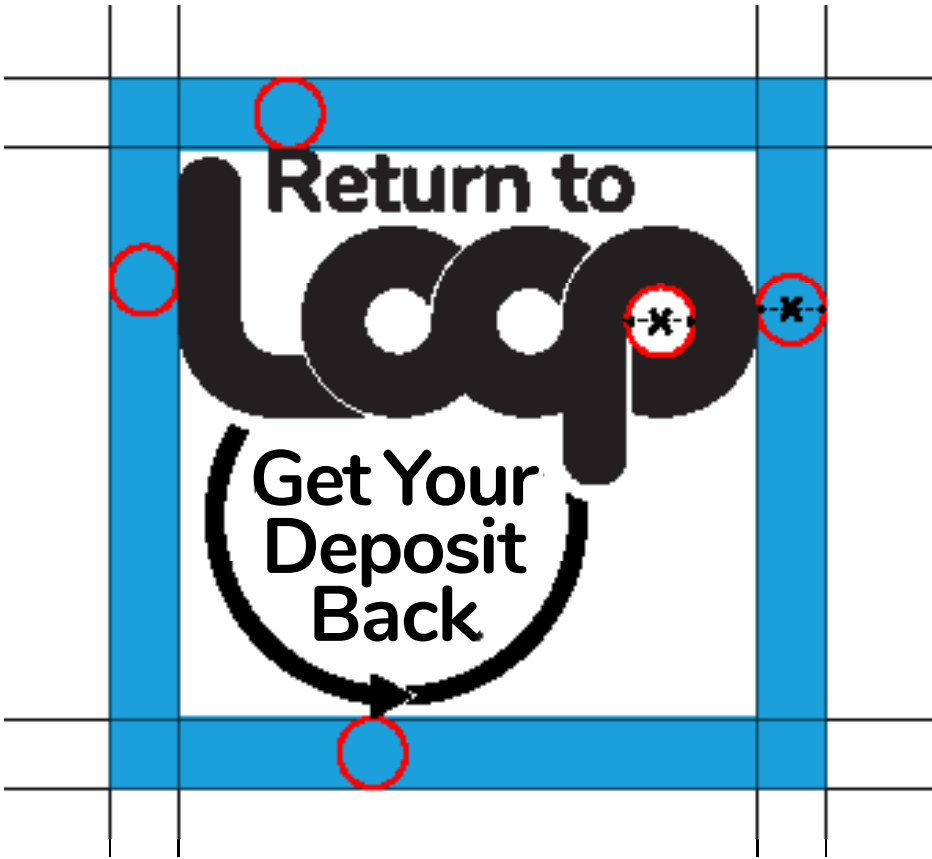
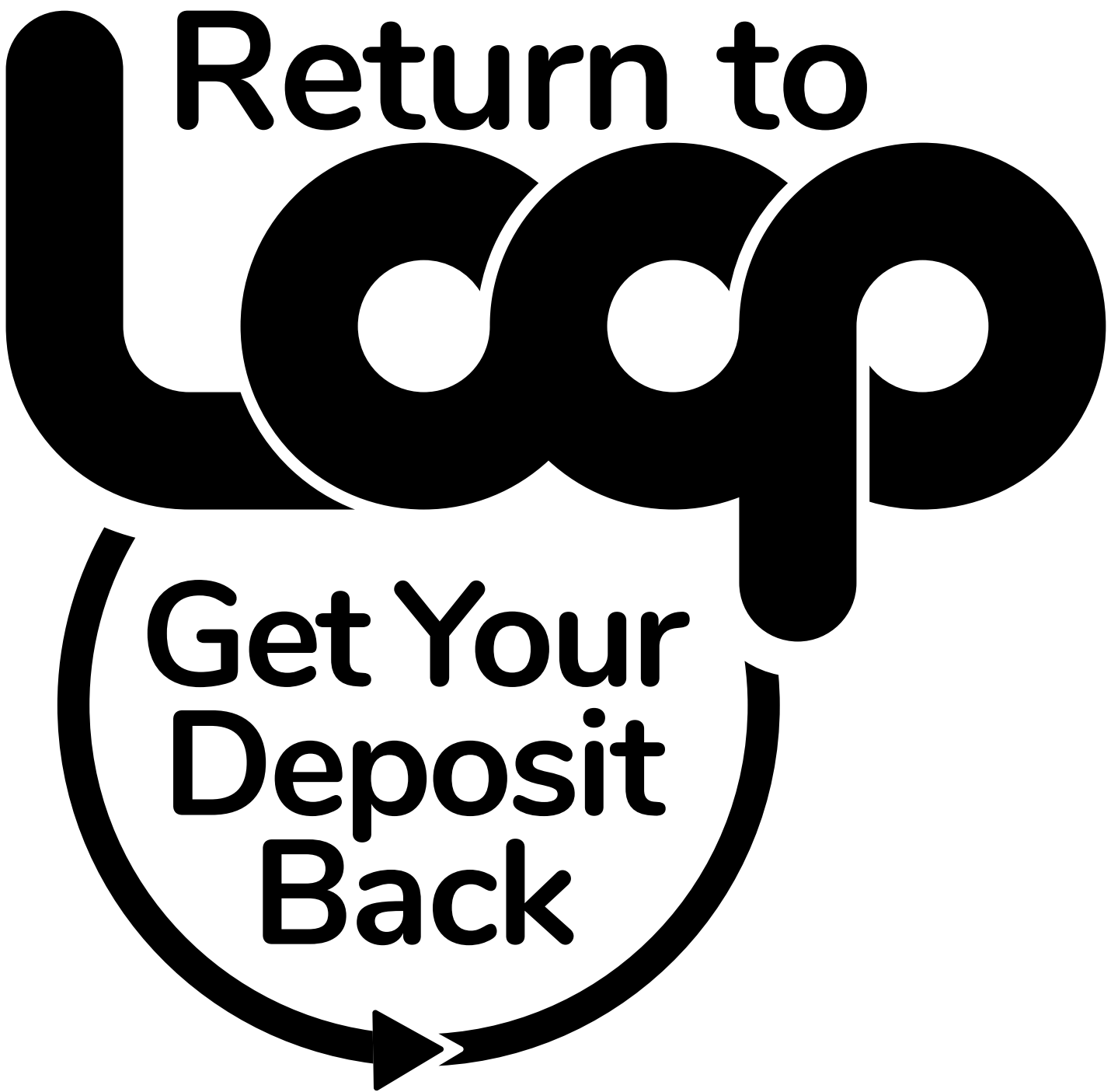
This version is not intended for extremely small sizes. The minimum height is 20mm or 0.5" for print applications.



023

Option #2

“Get your  
deposit back”



CLEAR SPACE

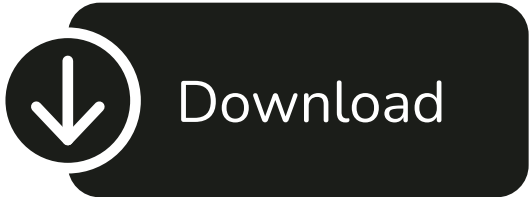
The exclusion zone is equal to the width of the circle that fits in the letter “P” of the logo (marked as “X” in the diagram).



20mm or 0.8"

MINIMUM SIZE

This version is not intended for extremely small sizes. The minimum height is 20mm or 0.8" for print applications.

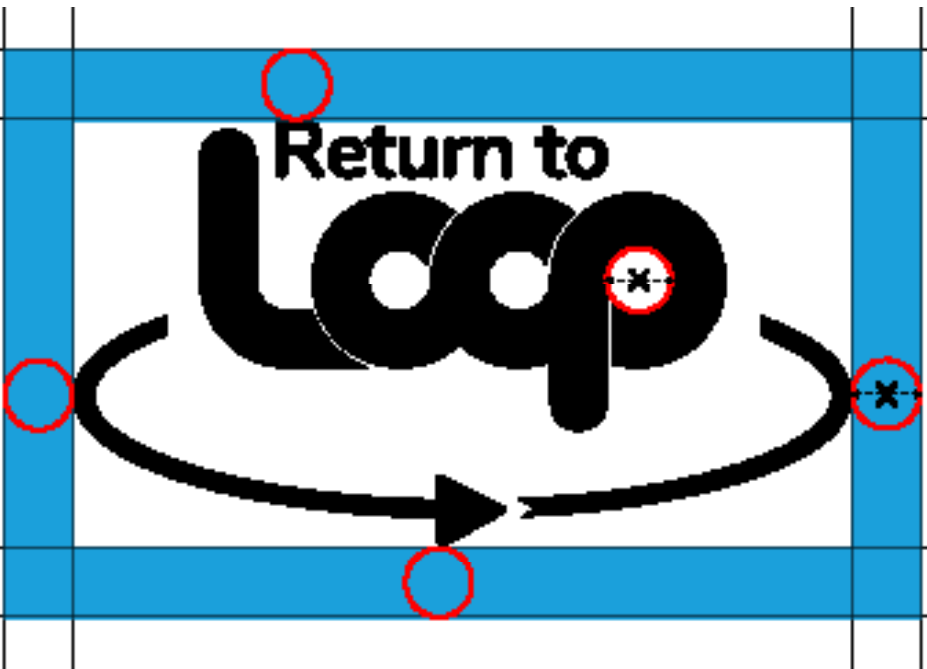


024

Option #3

“Return to Loop”

This version should be used when you, as the brand, would like to indicate on your packaging that it is part of the Loop ecosystem but lack space on your packaging label to feature options 1 or 2. It is the minimum requirement for any product of the Loop ecosystem.



CLEAR SPACE

The exclusion zone is equal to the width of the circle that fits in the letter “P” of the logo (marked as “X” in the diagram).



14.5mm or 0.5"

MINIMUM SIZE

This version is intended for small size packaging. The minimum height is 14.5mm or 0.5" for print applications.

# Common Errors



Do not modify the copy.



Do not use gradients.



Do not outline the symbol.



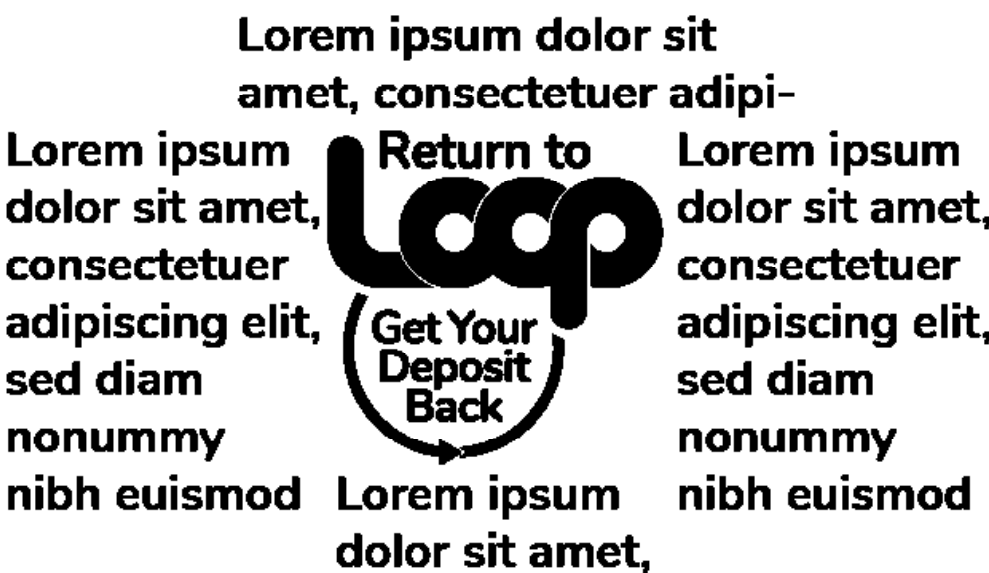
Do not remove symbol's elements.



Do not distort or warp the symbol in any way.



Do not rotate the symbol.



Do not place any text or other elements too close to the symbol. Please refer to the safe zone guidelines of this document.

Note: This is not a comprehensive list of errors. These are simply the most common or egregious errors.



# Additional Messaging

We recommend featuring additional messaging alongside one of the deposit symbols listed in the previous pages to further encourage returns on other parts of your product's label.

Think of how to make the best use of:

- Front of container
- Back label
- Top label
- Tamper seal
- Container material





 Deposit Symbol Files

  Deposit Symbol Creative Cloud Library

# Deposit Symbol Downloads

# Approvals

As previously stated, this guide is not a comprehensive list of rules. We recognize the creative journey is full of twists and turns.

New approaches, new trends, and changes in technology will inevitably have an effect on our brand and the way we execute it visually. That being said, we insist that any brand execution follow the guidelines listed within.

Anything outside of these guidelines must be approved by an authorized representative from Loop.

**Outside approvals may be submitted electronically by emailing the concept to:**

Marc Violo (Europe / Asia)  
[marc.violo@terracycle.com](mailto:marc.violo@terracycle.com)

Heather Crawford (North America)  
[heather.crawford@terracycle.com](mailto:heather.crawford@terracycle.com)

Questions prevent mishaps: If you have a question about the use of our brand materials, please do not hesitate to ask!



# 06 Visual Style

## Ingredients for on-brand layouts and composition

While brand consistency relies heavily on logo usage, color, and typography, we recognize that these are not the only elements within a brand identity design system.

This section contains guidelines on grid usage and references to approved visual elements like icons, illustrations, patterns, frames and more.

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**Brand Colors**

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**Iconography**

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**Infographics**



# Brand Colors

The colors we’ve chosen for our brand is a key factor in differentiation and brand recognition.

As such, it is vital that our colors are reproduced faithfully and combined in the right way. This section covers these guidelines in detail.

Any color outside of those outlined within this section will be considered unauthorized.

## Loop Blue

PMS 2925 C  
CMYK: 73, 21, 0, 0  
RGB: 27, 160, 219  
HEX: #1ba0db

## Cave Black

PMS Black 3 C  
CMYK: 72, 64, 69, 77  
RGB: 27, 29, 25  
HEX: #1b1d19

## Pure White

CMYK: 0, 0, 0, 0  
RGB: 255, 255, 255  
HEX: #ffffff



031

# Secondary Palette

A varied secondary palette is needed to support the variety of products Loop offers - and help each image pop!

Loop’s range helps us to adapt to our audiences no matter where they are.

<div>Loop Blue</div> <div>PMS 2925 C CMYK: 73, 21, 0, 0 RGB: 27, 160, 219 HEX: #1ba0db</div>	<div>Sunshine</div> <div>PMS 123 C CMYK: 1, 29, 94, 0 RGB: 251, 187, 43 HEX: #fbbb2b</div>	<div>Blossom</div> <div>PMS 169 C CMYK: 0, 36, 30, 0 RGB: 254, 179, 162 HEX: #feb3a1</div>	<div>Succulent</div> <div>PMS 2254 C CMYK: 33, 0, 41, 0 RGB: 183, 220, 177 HEX: #b7dcb1</div>	<div>White</div> <div>CMYK: 0, 0, 0, 0 RGB: 255, 255, 255 HEX: #ffffff</div>
<div>Dark Blue</div> <div>PMS 2185 C CMYK: 89, 50, 15, 1 RGB: 9, 114, 166 HEX: #0772a6</div>	<div>Sunset</div> <div>PMS 2013 C CMYK: 0, 46, 100, 0 RGB: 253, 155, 1 HEX: #fd9c02</div>	<div>Petal</div> <div>PMS 205 C CMYK: 1, 89, 22, 0 RGB: 214, 80, 126 HEX: #d6507e</div>	<div>Cacti</div> <div>PMS 7715 C CMYK: 100, 42, 53, 21 RGB: 7, 98, 104 HEX: #056268</div>	<div>Iceberg</div> <div>PMS CMYK: 4, 5, 12, 0 RGB: 243, 236, 222 HEX: #f3ecde</div>
<div>Night Sky</div> <div>PMS 2766 C CMYK: 100, 96, 35, 29 RGB: 25, 35, 89 HEX: #192359</div>	<div>Sun Spill</div> <div>PMS 716 C CMYK: 5, 67, 100, 0 RGB: 233, 114, 12 HEX: #e9730b</div>	<div>Bloom</div> <div>PMS 2040 C CMYK: 6, 100, 39, 0 RGB: 225, 15, 101 HEX: #e00f65</div>	<div>Prickles</div> <div>PMS 4161 C CMYK: 86, 65, 47, 35 RGB: 48, 68, 84 HEX: #304454</div>	<div>Polar Bear</div> <div>PMS CMYK: 8, 12, 20, 0 RGB: 233, 220, 200 HEX: #e9dbc8</div>

LOOP TOTE BAG



LOOP PRODUCT



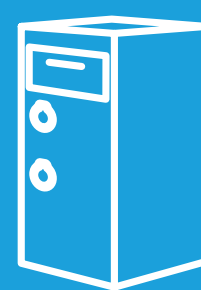
TOTE WITH PRODUCTS



REUSABLE PRODUCTS



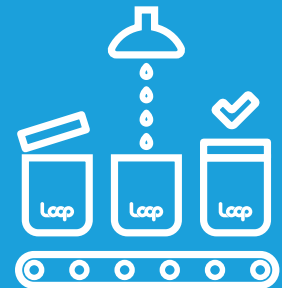
RETURN BIN



BUYING IN STORE



CLEANING



ENJOYING LOOP



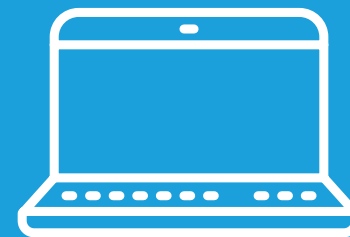
RECEIVE DEPOSIT



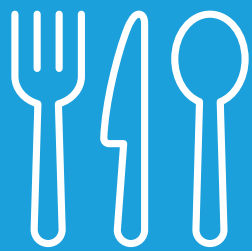
PICK PRODUCTS



LAPTOP



UTENSILS



Iconography is integral part of our visual identity, online and off, from packaging to digital platforms.

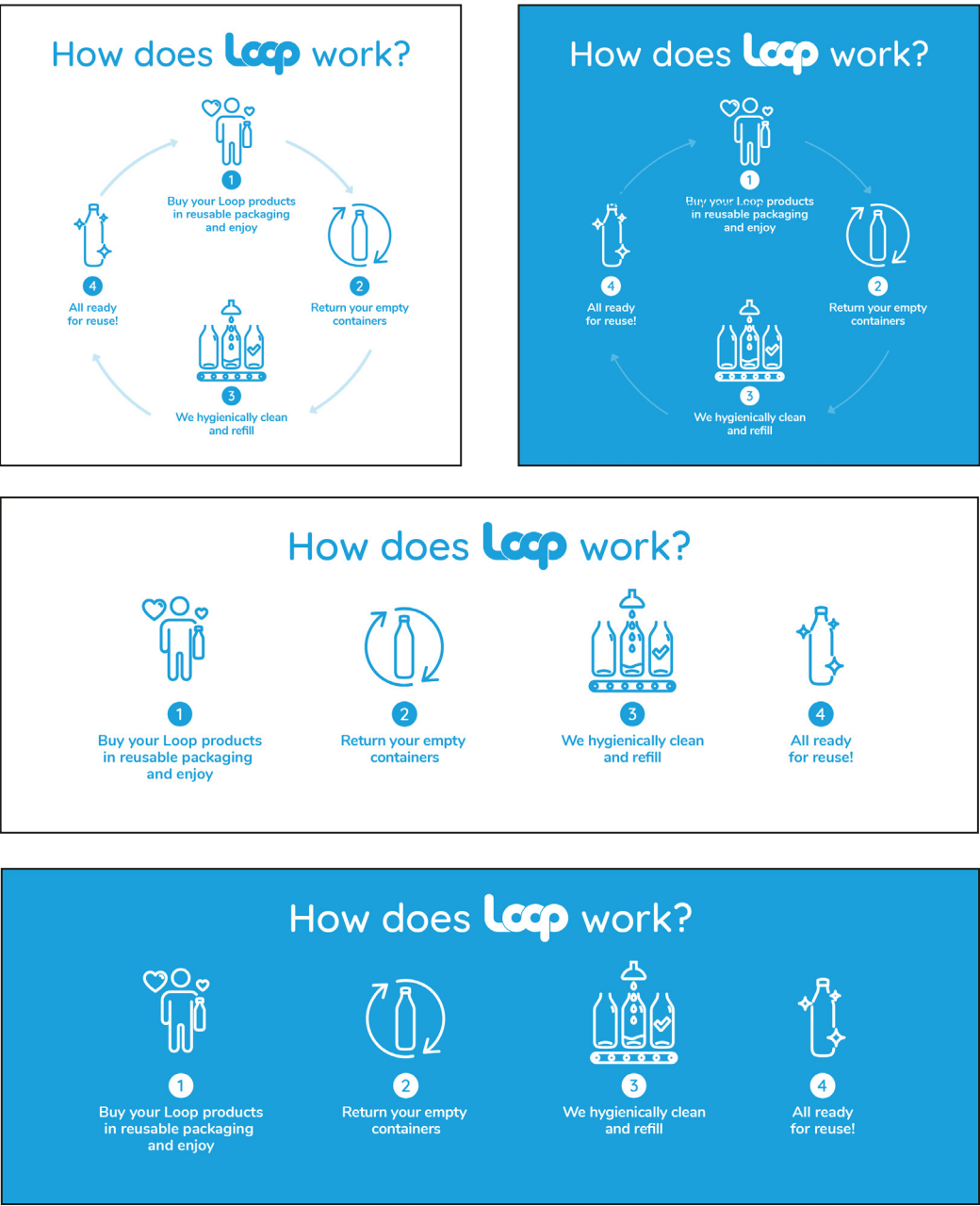
When it comes to iconography style, we like thick outlines and rounded shapes. If you need to construct new icons, keep the overall shape simple. Reduce the subject matter down to its essence. When placing icons in a layout, they should never be partially cut off. The icons' shape, line weights, and construction should not be altered.

Do not use the icons in place of or as an element within our logo. Ensure enough clear space is used so that the subject matter is legible.

# Iconography

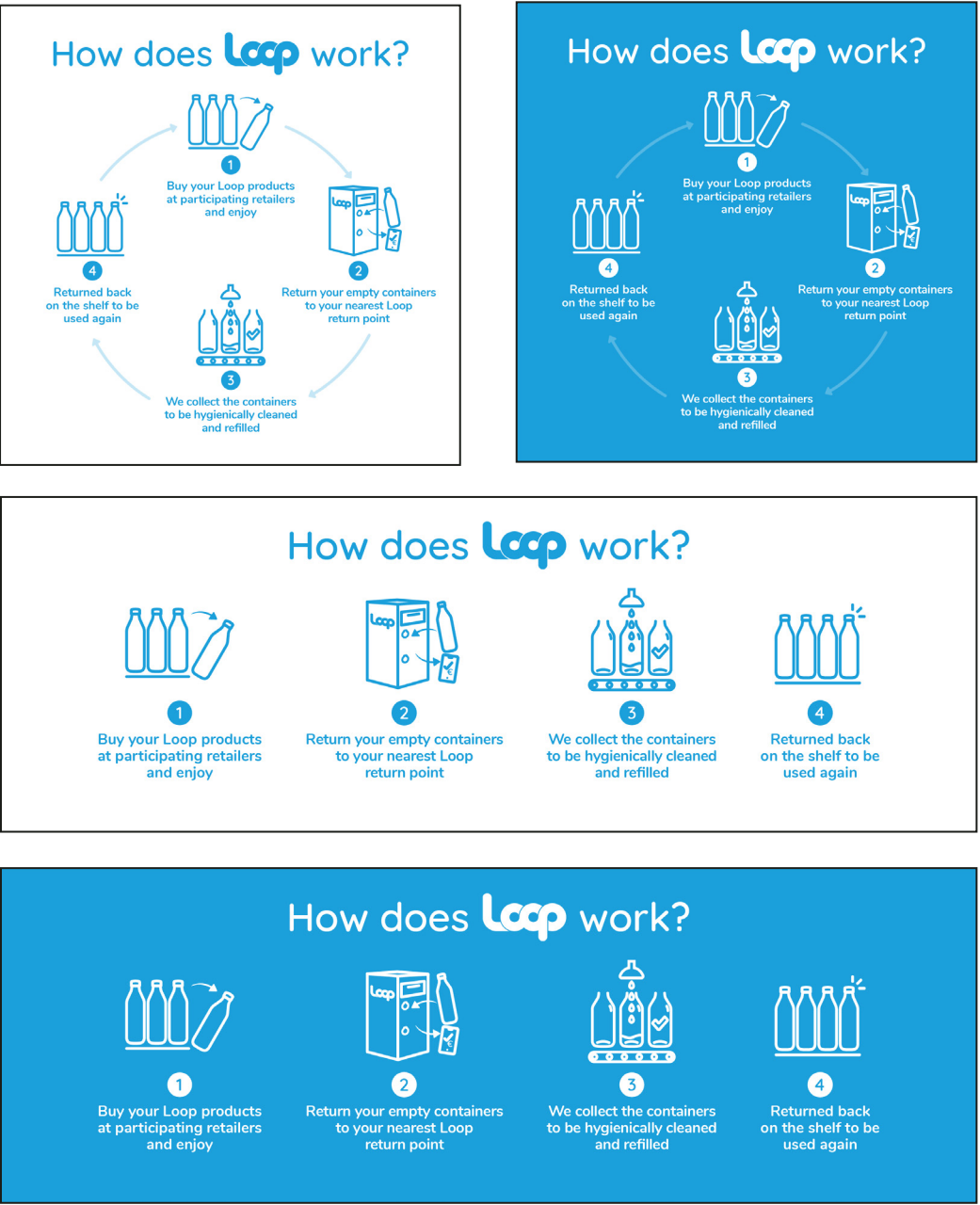
GENERIC MESSAGE

square and landscape formats with two color options



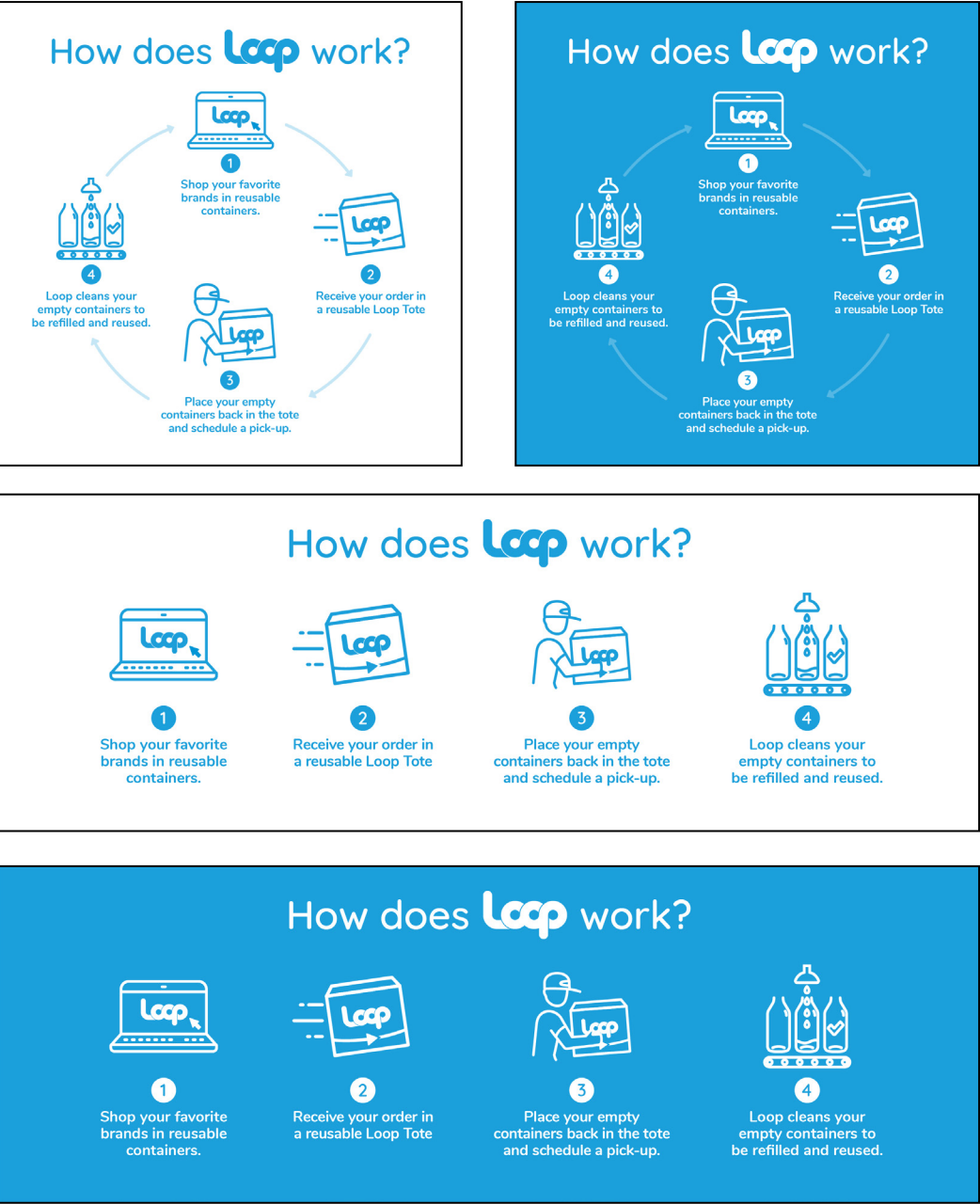
IN-STORE MESSAGE

square and landscape formats with two color options

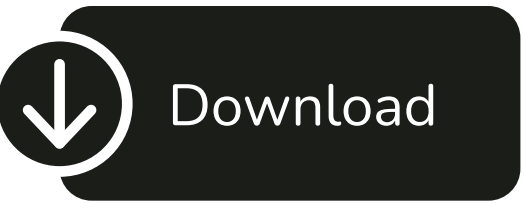
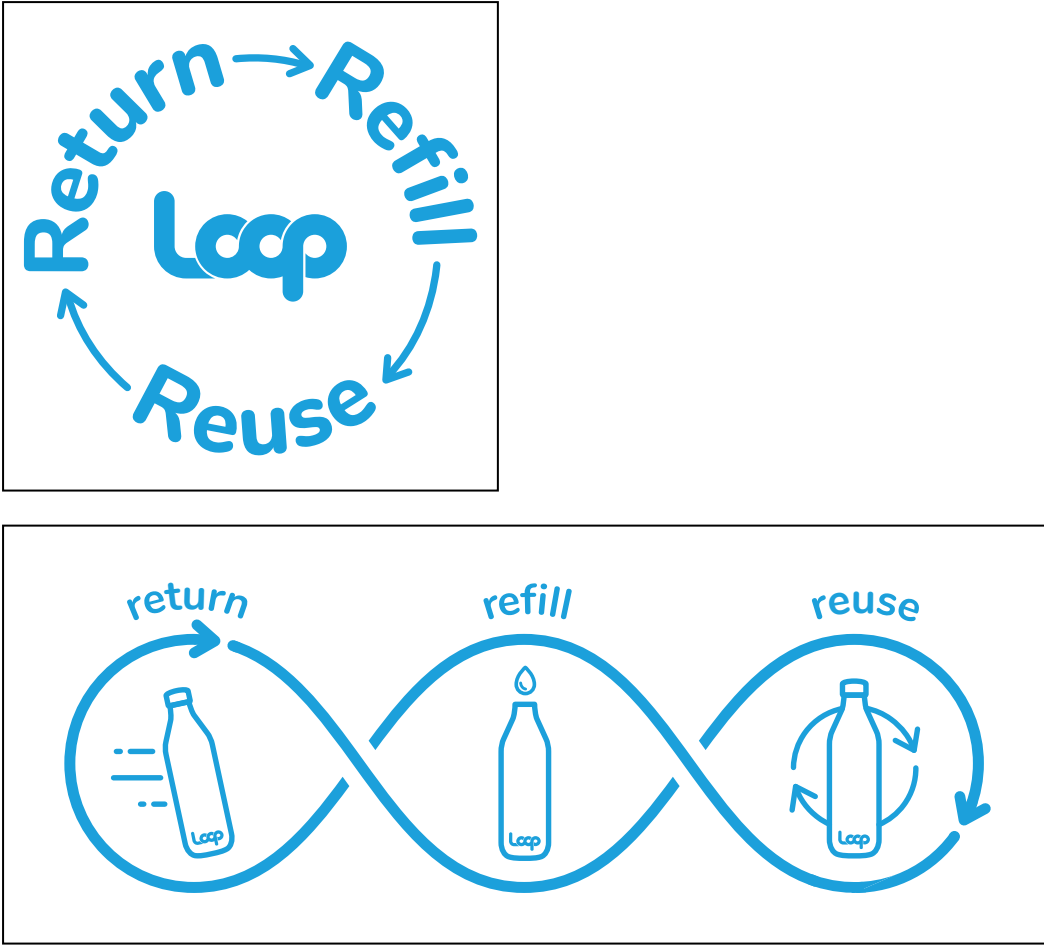


ONLINE MESSAGE

square and landscape formats with two color options



RETURN, REFILL, REUSE STAMPS



# 07 Photography

Photographs:  
worth more than  
1,000 words

In this section, you will find guidelines on photographic composition, content, tone, and usage. Standardizing these facets of photography will ensure a consistent look and feel across our all Loop relative imagery.

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**Overall Tone**

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**The Principles**



Photographs should feel distinct to Loop’s core mission to eliminate waste.

Branding should always be visible in each image and the mood and tone should reflect the energetic and the influential personality that is Loop built upon.

Our images should feel fresh, bright and full of life, encouraging proactive steps towards taking responsibility for our waste and making the world a better place, one small step at a time...

Brand photographs should feel clean and dynamic, and display the ease of making the Earth a safer place to live, one small step at a time.

Always seek excellent lighting that provides contrast between highlights and shadows, even if the light source is simply an open window.

Group



Product



Lifestyle

Overall Tone



# People

People are the heart of our brand and should be treated with the highest respect during all shoots.

In general, you should avoid capturing identifying features of customers, unless they have signed a release prior to the shoot.

# Lighting

Lighting should represent natural light offering impactful representation of the subject. Branding and logos should be evenly lit and showcase the essence and beauty of natural light even if it is artificially created with studio lights when natural light is not available. We use clear white light to create crisp- and light-feeling imagery.

# Composition

Compositions can vary but a common thread is to include in the frame an angle or arrangement that gives a sense of dynamism and action. Common frames include but are not limited to flat lays shots with props that support the product, hero shot with shallow depth of field, as well as environmental shot that shows the product supported in its location.

# The Principles

## People



## Composition



## Lighting





# 08 Retail & Services

Leverage the consumer feedback Loop has collected since its launch

We'll share examples and best practices when it comes to designing the key touchpoints of your customer journey in your store or restaurant. Leveraging the appropriate retail signage will ensure awareness, understanding, trial and retention, from the moment your customer enters your store, until they come back to return containers.

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Overview of Touchpoints

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General POS Signage

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Video Content

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POS Deposit Signage

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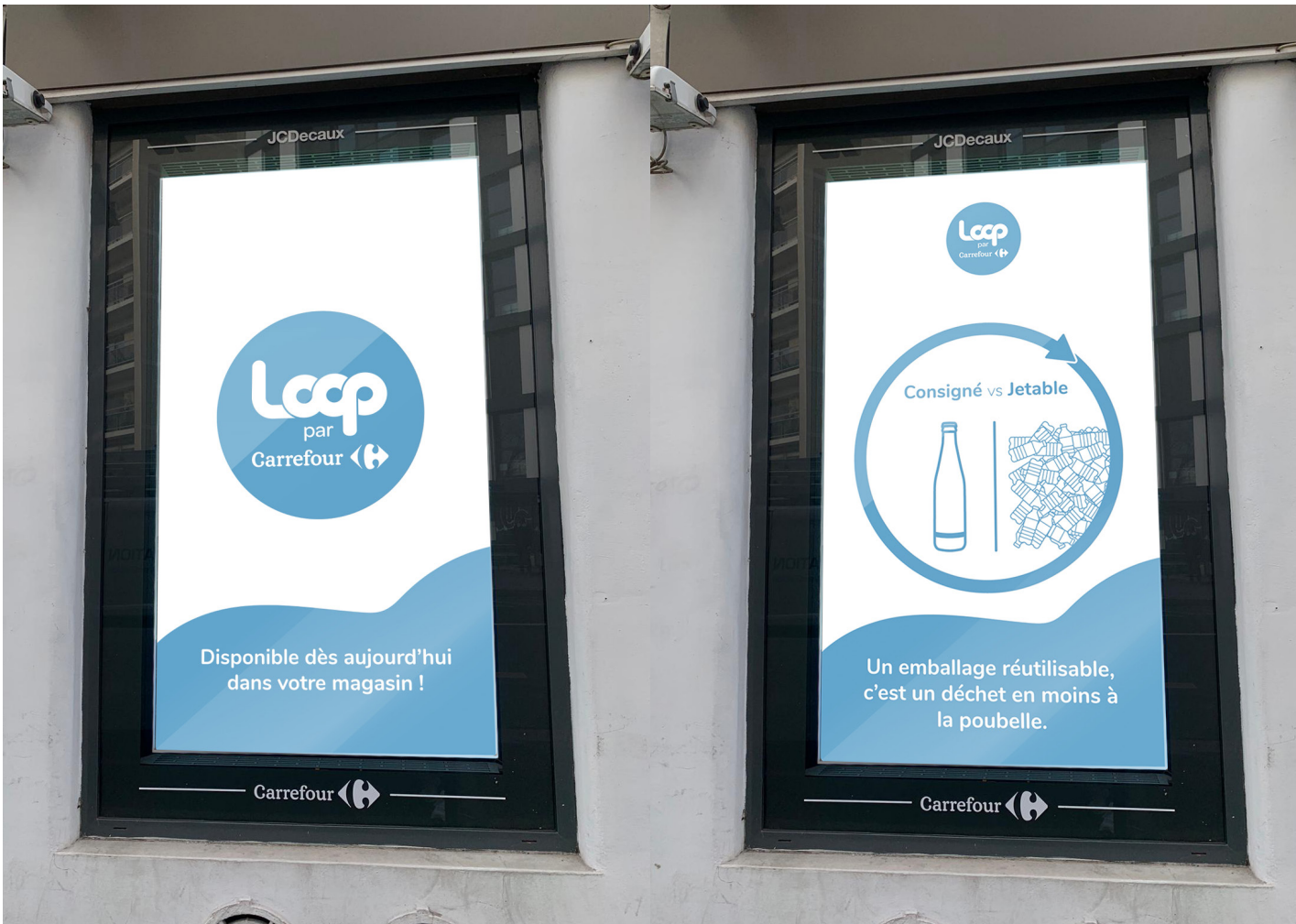
Reuse Price Guarantee

PAGE 43

Return Points

# Overview of Touchpoints

Whether in a supermarket, restaurant or store – combining the right mix of touchpoints throughout your customers’ journey with the right messages will be key to ensure awareness, drive trial and adoption. Work with Loop and leverage the experience and consumer feedback collected across France, the UK, Japan, the US and Canada to create the most effective proposition.



## Touchpoints that drive awareness

- In-store / outside posters & pull-up banners
- In-store / outside digital billboards or digital displays
- Customer receipts
- Staff engagement material



## Touchpoints that drive understanding and trial

- Header banners
- Side-shelf banners
- Return bag holder banners
- In-shelf digital displays
- Educational leaflets
- Floor decals
- Tote bags
- POS Deposit Signage
- Return points



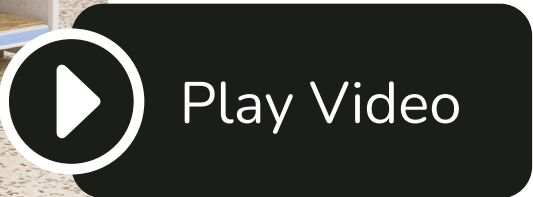
# Point of Sale Signage

You have the flexibility to design all point of sale assets to match your brand's visual identity. Likewise, we encourage you to use language which will resonate best with your target audience. See Loop as a white label solution, enabling reuse in your store or restaurant. Beyond following the Loop logo guidelines, you have full creative freedom to design an environment which will best introduce the concept to your customers.

Carrefour / HyperMarket / France



Tesco / Extra / UK



McDonalds / Restaurants / UK





# Point of Sale Signage (Examples)

From paying a fully refundable deposit to returning a container at a Loop Return Point when empty, Loop represents a slight shift in consumer habits. Guide your customer through this new process by mapping out your customer journey, identifying what you need to communicate at each stage of the journey.

Reducing waste, saving money, improving customer experience... Research and define what is most valuable benefit enabled by Loop in your customer eyes. Then craft an overarching claim, which will serve as the guiding thread throughout the touchpoints you have chosen to bring your partnership with Loop to life.

Shop, Return, Repeat. To drive trial, keep to the essentials. Explain how Loop works in the smallest number of steps. Infographics support clear and simple language to ensure quick understanding.

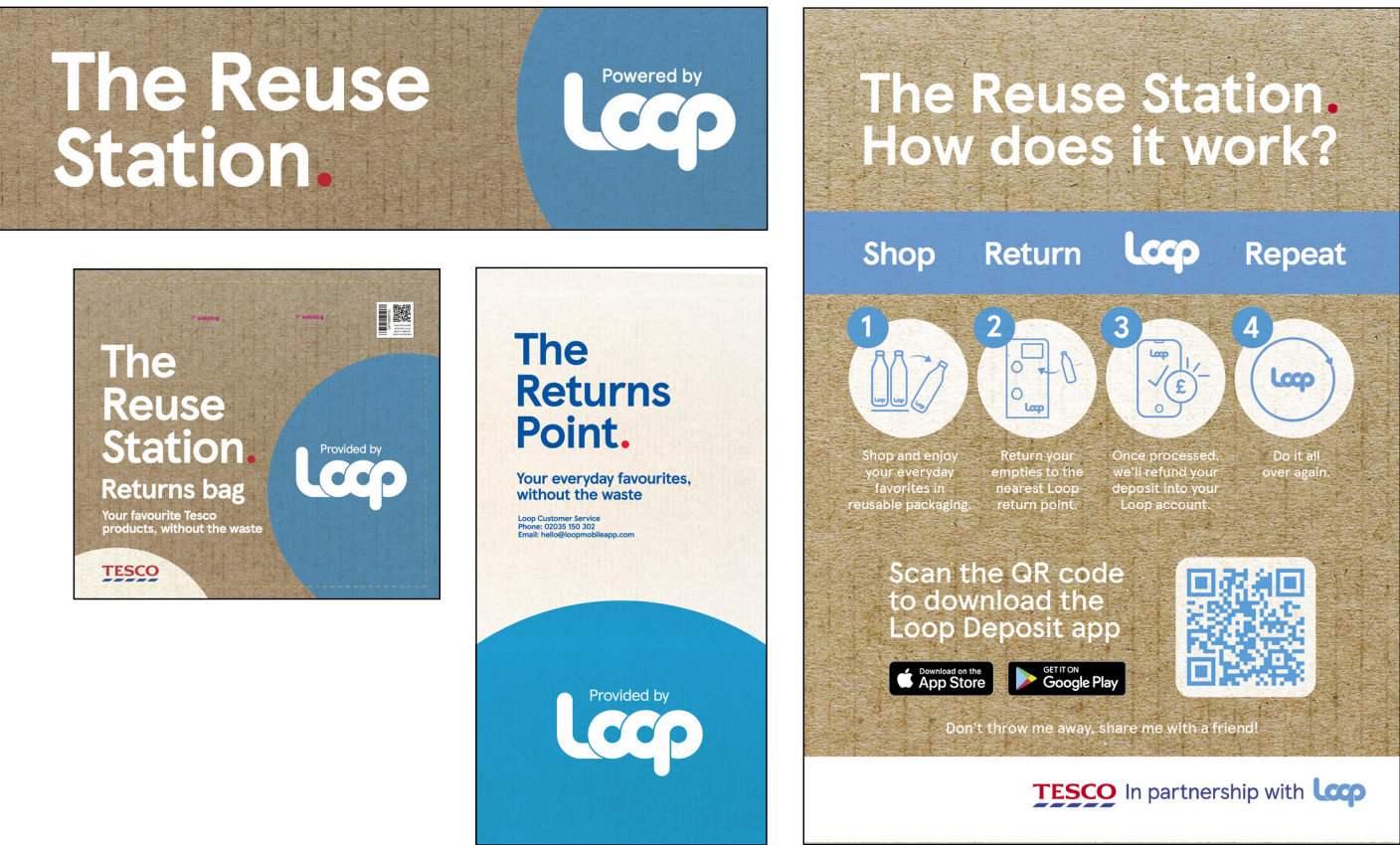
Carrefour / HyperMarket / France



McDonalds / Restaurants / UK



Tesco / Extra / UK





041

# Video Content

We know from consumers that the Loop customer journey is easily understood when it's simply explained. Beyond having a Loop host or ambassador in store, video content featured on digital displays, projections, or tablets is the best option to convey the different steps of the journey. Use animated graphics or real life video to capture your customers' attention, drive trial and understanding.

Carrefour / HyperMarket / France



Aeon / Japan



Carrefour / Supermarket / France



Tesco / Extra / UK





042

# Point of Sale Deposit Signage

Pay a deposit for the container, you'll get your money back when you return it. Just a couple of generations ago, this was comon practice. Today this a new consumer habit we need to educate your customers on. It's critical that at a glance, the price seen on the self or on a digital displays includes a fully refundable deposit.

We've learned from consumer research that the deposit itself is not a barrier to purchase, as long as it's been clearly highlighted as such at the point of purchase. Think eye catching colors, graphics and clear wording to ease your customer's mind in an instant.

Carrefour / HyperMarket / France



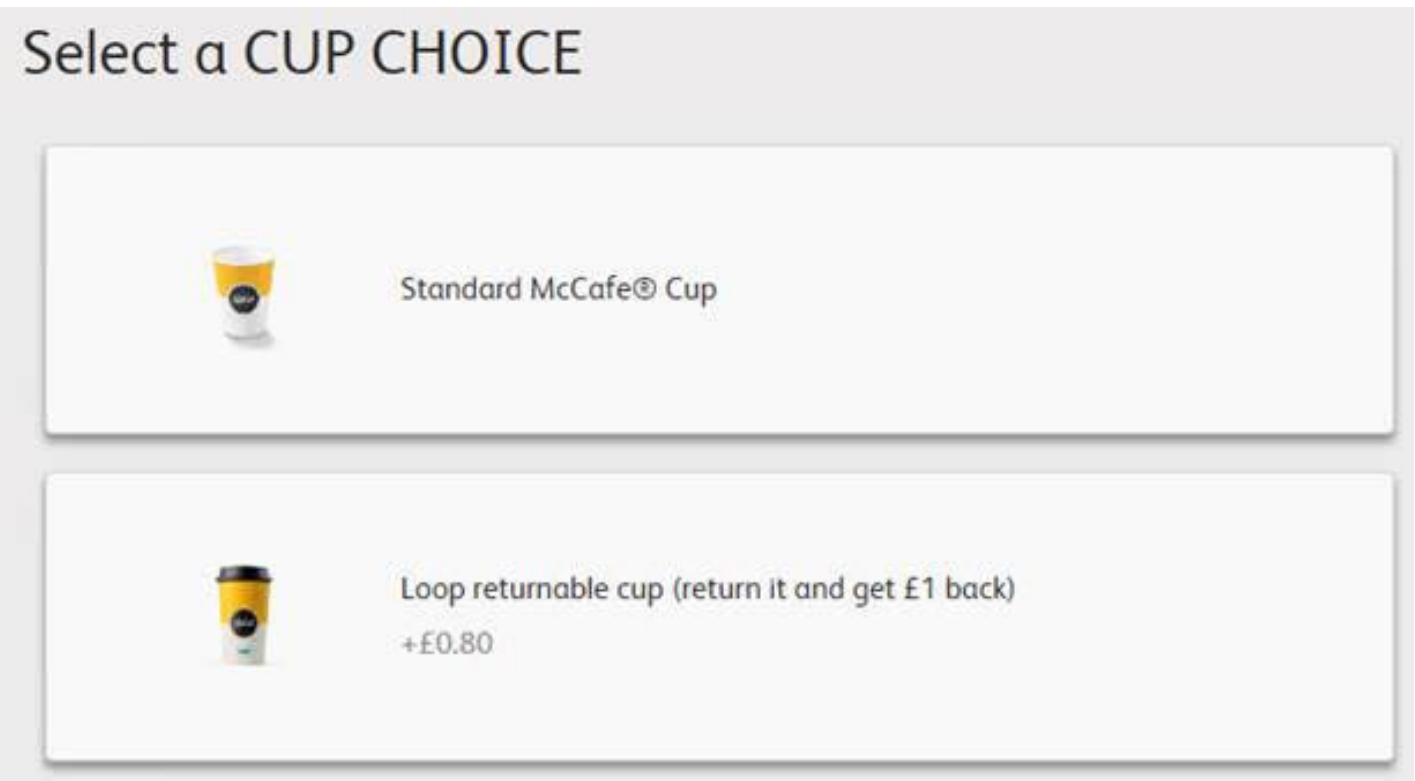
McDonalds / Restaurants / UK



Tesco / Supermarket / UK



McDonalds / Ordering Kiosk / UK





043

# Reuse Price Guarantee

Customers will look at price before anything else. Deposit prices are often the first point of feedback shared by shoppers. As the deposit is included in the product price, it is crucial to make the refundable deposit signage stand-out to guarantee sales.

Beyond deposit signage, most Loop retail partners committed to a “Reuse Price Match”, a guarantee for customers to pay the same price for a Loop product as they would for its single use equivalent. This is a key driver of a successful launch and long term customer adoption.

Carrefour / HyperMarket / France



Tesco / Supermarket / UK





044

# Return Points

The Return Point is the cornerstone of the Loop customer journey. It educates the customer on how to return one or more containers using the Loop App to get their deposits back. Its primary purpose should be to make returns for customers as easy as 1, 2, 3.

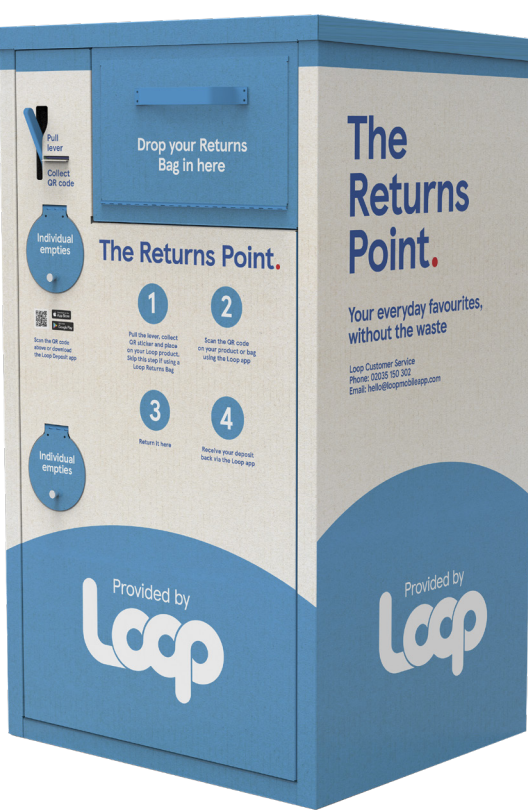




Carrefour / Convenience Store / France

Carrefour / HyperMarket / France

Tesco / Superstore / UK



Tim Hortons / Restaurants / Canada

McDonalds / Restaurants / UK

Aeon / Superstore / Japan



# Return Points

## Retail and QSR



+

Key Messages in 

046

# Return Points

(Standard Elements)

The Return Point should feature the following key messages to guarantee a smooth return experience for clients embarking on their reuse journey.





047

# Return Points

(Optional Elements)

In addition to the key educational content on how to use the bin, we recommend adding messages that will drive consumer interest and highlight the environmental and consumer benefits of reuse.



Both side panels offer a lot of space for customizing your message. In a many cases, you will want to use this space to attract attention of users that cannot see the front side.



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# Retail Return Points (In situ )

Carrefour / HyperMarket / France



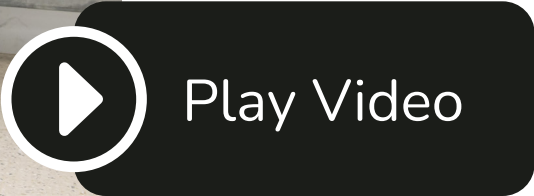
Carrefour / Convenience Store / France



Aeon / Superstore / Japan



Tesco / Superstore / UK





# QSR Return Points

(In situ)

Tim Hortons / Restaurants / Canada



McDonalds / Restaurants / UK



\*Return Point developep by McDonalds



# Contacts

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Loop