

Betterbin

Dear valued CPG suppliers,

My name is Michelle Goetsch, and I am the CEO and Co-founder of Betterbin. We are reaching out with the help of 1WorldSync to ask you to be part of our mission to help consumers recycle *right*. Betterbin is an app that uses product data to help ensure consumers are doing just that, recycling right. We've contacted you because, you guessed it, we need access to your product data. This letter will provide an overview of who we are, our ask and how your brand is going to make a big difference in the war against contamination in the consumer recycling stream.



Michelle Goetsch,
CEO & Co-founder
Betterbin

Who we are

We harness the power of data to make localized recycling, composting and food waste prevention education relevant, convenient and accessible to all consumers.

Betterbin is a Wisconsin-based startup. We are a recipient of two University of Wisconsin-Extension Ideadvance Seed Funding grants, were a finalist in the 2019 Wisconsin Governor's Business Plan Contest, and most recently appeared on the Shark tank-inspired Project Pitch It television show. Since our start in May 2019, we've launched in four communities and two college campuses.

Our Ask:

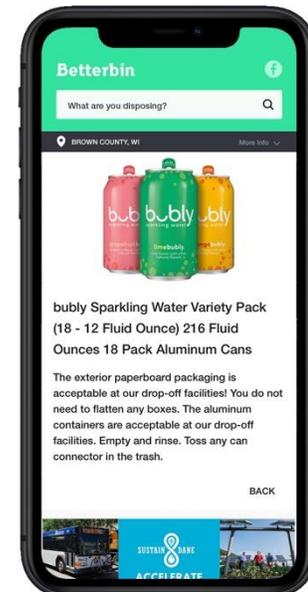
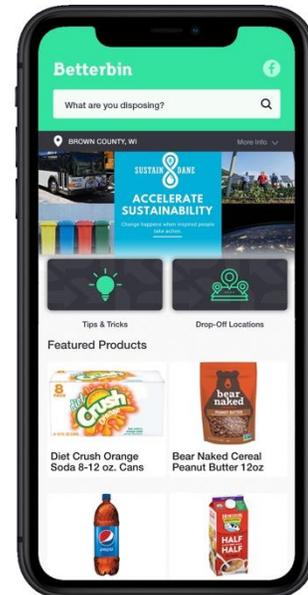
We ask that CPG suppliers publish their CPG item content to Betterbin by taking the following steps:

1. Fill out an Betterbin [Trading Partner Form](#)
2. Review the Betterbin [Implementation Guide](#)
 - Note: we are only asking for the basic CPG, commonly used, GDSN attributes
3. Publish your CPG Item Content to the Betterbin Production GLN **0860001814408**

We take very seriously the representation of your brand and product in our app. That's why we are coming directly to the source for your permission to include your products in our app, as well as to make sure we have the most accurate product information.

As seen in the app screenshots, the only product information our users ever see are (1) Product image, (2) Brand and product name, and (3) Recycling instructions for that product. Betterbin determines the proper disposal instructions using our own software technology and your standard GDSN product attributes.

The benefit to brands, products, retailers



Betterbin

We understand that consumer packaged goods brands are on the hot seat to figure out how to make their packaging more environmentally friendly. We also understand that PR and marketing departments for these same brands are working overtime to show millennials and Generation Z'ers how socially responsible their brand is in order to earn buy-in and trust.

Betterbin is a way to solve both of these issues. We give brands the perfect opportunity to show that you are trying to be a socially responsible corporate citizen. And it doesn't require any changes to your packaging or product. Simply by ensuring your customers are properly disposing of your products is a major start to cleaning up the contamination problem in the consumer recycling stream.

Want even better news? When we grow our app user base to the scale, we can help your brand be even more socially responsible. We will be able to send recycling instructions with online grocery orders for each and every product purchased by a consumer *based on where they live*. If a consumer buys your product online, we'll be able to give our how-to-recycle instructions to retailers who can include a message about how to properly dispose of your product. Finally, we'll have a new metric for your sustainability teams to understand how many consumers are actively recycling or properly disposing of your packaging.

Using data to do good. That is what Betterbin is all about.

For questions regarding synchronizing GDSN content with Betterbin please contact technicalsupport@1worldsync.com or call 1-866-280-4013.

Thank you in advance for supporting this very important initiative. We look forward to the mutual benefits that this initiative will provide.

With gratitude,



Michelle Goetsch – CEO Betterbin