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Contact: Laura Jacobs

e3communications

716-807-5922

Tend, Salerno and EFS-plastics Partner to Launch Lawn and Garden Bag Made with 20% Post-Consumer Recycled Content

BUFFALO, NY – Tend, a NOCO company, announced today that its 1-cubic-foot bags of Brian's Best STA Approved Compost will be packaged for the 2023 season using a lawn and garden bag containing 20% Post Consumer Resin (PCR). PCR is recycled plastic collected from post-consumer sources such as curbside recycling programs and commercial recycling programs in distribution centers and retail stores.

In 2022, Buffalo River Compost launched Tend, a brand geared for direct-to-consumer lawn and garden products. When the company began to pursue packaging options they found limited options for sustainable packaging.

“Some places around the country are starting to require minimum recycled content standards for plastic packaging such as garbage bags, but due to features such as UV protection and anti-slip, we weren't able to immediately identify suppliers that used PCR in lawn and garden bags,” said Bobbie Thoman, director of sustainability and innovation at Tend.

After contacting several vendors and learning that PCR lawn and garden bags were not currently in production, Tend reached out directly to EFS-plastics, a mechanical recycling facility that creates customized plastic resin to help customers across North America develop cost-effective solutions for products and packaging.

“The collaboration between Tend, Salerno and ourselves is exactly the type of engagement this industry needs to advance PCR usage in packaging”, says Martin Vogt, CEO and president of EFS-plastics Inc.

“We have been pushing the envelope at our film recycling plants over the past months and can produce a range of high-quality LDPE and LLDPE PCR that are tailored for many different consumer facing applications. We are proud of this joint achievement and hope to see more of such projects coming to life soon. Only then, we can make plastics circularity in flexible packaging a reality”. He adds.

Salerno Packaging Inc., an affiliate of Inteplast Group, of which EFS-plastics is a joint venture, worked in partnership with Tend over the past year on everything from thickness and durability of the product to graphic design, and manufactured the new lawn and garden bag.

“Salerno recognizes the importance of using PCR in packaging, and is excited to be at the forefront of innovation,” says Roger Sullivan, vice president of sales & marketing at Salerno Packaging Inc. “We see the need for an increase in recycled content in the packaging we produce. It’s an important environmental effort, and we are seeing an increase in customers, like Tend, requesting this type of product.”

“As composters we truly understand the importance of using recycled products to support circular programs and projects like this show what is possible when companies come together to innovate,” added Thoman. “Composters are generally mission driven people and want to improve the environment through waste diversion and soil health. These bags wouldn’t have been possible if it wasn’t for the enthusiasm from the entire supply chain throughout the production process. It’s an important step for an industry that relies on packaging to bring products to market.”

Buffalo River Compost’s 1-cubic-foot bags of Brian’s Best Compost will be available for sale beginning this spring at local garden centers in Western New York. For more details, visit growwithtend.com.

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About Tend:

Tend Products are produced by Buffalo River Compost. Acquired by NOCO in 2020, Buffalo River Compost is located in Buffalo’s historic Old First Ward and has been serving the community since 2017. The company takes pride in its commitment to environmental conservation and the beautification of its community. Thousands of tons of organic waste are kept from going to regional landfills annually while producing environmentally beneficial compost. Tend offers composts, insect proteins, mulches and other soil amendments specifically designed to support environmentally sustainable farming. Tend products can be trusted to perform, and the company is committed to using only the highest-quality components and ingredients. For more details, visit growwithtend.com.

About NOCO:

In 2023, NOCO is celebrating 90 years of serving the energy needs of residential and commercial customers across New York State. Headquartered in Tonawanda, NY, NOCO was founded in 1933 by Reginald B. Newman and is currently under the leadership of the third generation of the Newman family. Today, NOCO owns and operates a diverse group of businesses focused on the sale and distribution of fuels and other energy products and services, as well as waste collection and recycling, energy efficiency

consulting, HVAC for commercial and residential customers, and renewable/ sustainable energy offerings. For more information, visit noco.com.