

## Mars Petcare's Perfect Fit™ Cat Food Joins the Loop™ Initiative, the First E-Commerce Platform to Reduce Single-Use Packaging

- Launched by TerraCycle, Carrefour and 25 consumer goods companies, Loop™ is a practical e-commerce platform that replaces the single-use plastic packaging for everyday essentials with durable, reusable packaging
- Beginning in Sept. 2019, consumers in Paris can order Perfect Fit™ 1 + dry cat food in a durable and premium container
- Mars aims to reach 100% recyclable, reusable or compostable packaging by 2025

PARIS – 15 MAY 2019 – Carrefour and TerraCycle have collaborated with over twenty organizations – including Mars Petcare and its brand Perfect Fit™ – to launch Loop, a practical e-commerce shopping platform to reduce packaging waste. Perfect Fit™, currently the only pet food brand available on Loop, offers quality nutrition for cats, now in carefully designed and durable packaging.

The Loop™ Initiative is piloting its launch first in Paris and New York before a larger roll-out in 2020. French consumers can shop for over one hundred everyday products on [www.maboutiqueloop.fr](http://www.maboutiqueloop.fr), and have them delivered in durable, functional packaging. When the products are finished, consumers place the empty packaging into their Loop containers, opting for auto-fill or reimbursement for the initial deposit. The Loop team is responsible for cleaning and sterilizing the containers so that they can be reused and re-filled for future orders.



Beginning Sept. 2019, consumers in Paris can buy Perfect Fit 1+ on the Loop platform. Perfect Fit™ has designed a new, sleek container for the product, reducing any unnecessary wastage. This round-shaped, white container is made of stainless steel, sturdy enough to withstand many cycles of reuse, cleaning, sterilization and filling. The box contains 500g of Perfect Fit™ dry food to cover over a week's worth of feeding for a cat.

Olivier Péchereau, Directeur General of Mars Petcare France commented: "Innovative ideas are at the heart of our Perfect Fit™ brand DNA. By joining Loop, we are helping to reduce waste, encourage durable packaging and improve the daily lives of our four-legged friends. This initiative is part of Mars Petcare's sustainability plan which supports a circular economy to reduce packaging and waste."

Perfect Fit™ comprises a range of kibbles and fresh pouches developed with veterinarians and pet nutritionists from the WALTHAM™ Centre for Pet Nutrition. This premium brand offers the unique formula total 5™ which combines five benefits to meet the most common needs for all cats and dogs.

Mars Petcare is working to eliminate problematic or unnecessary packaging, advancing reuse models where relevant; designing packaging that is 100% recyclable, reusable or compostable by 2025; and using recycled content where not in conflict with food safety regulations. To achieve these goals, Mars, Incorporated actively collaborates with partners like TerraCycle, the Ellen Macarthur Foundation and others to promote a circular economy where packaging never becomes waste.

Mars, Incorporated has been focused on environmental stewardship and social impact for decades. Our commitments to sustainable business growth are embodied in our Sustainable in a Generation Plan, an ambitious program supported by a \$1 billion dollar investment that focuses on a Healthy Planet, Thriving People and Nourishing Wellbeing.

## About Mars Petcare

Part of Mars, Incorporated, a family-owned business with more than a century of history making diverse products and offering services for people and the pets people love, the 85,000 Associates in [Mars Petcare](#) are dedicated to one purpose: A BETTER WORLD FOR PETS. With 75 years of experience, our portfolio of almost 50 brands serves the health and nutrition needs of the world's pets – including brands [PEDIGREE®](#), [WHISKAS®](#), [ROYAL CANIN®](#), [NUTRO™](#), [GREENIES™](#), [SHEBA®](#), [CESAR®](#), [IAMS™](#) and [EUKANUBA™](#) as well as [The WALTHAM Centre for Pet Nutrition](#) which has advanced research in the nutrition and health of pets for over 50 years. Mars Petcare is also a leading veterinary health provider through a network of over 2,000 pet hospitals including [BANFIELD™](#), [BLUEPEARL™](#), [PET PARTNERS™](#), [VCA™](#), [Linnaeus](#) and [AniCura](#). We're also active in innovation and technology for pets, with [WISDOM PANEL™](#) genetic health screening and DNA testing for dogs, the [WHISTLE™](#) GPS dog tracker, and [LEAP VENTURE STUDIO](#) accelerator and [COMPANION FUND™](#) programs that drive innovation and disruption in the pet care industry. As a [family business](#) and guided by our principles, we are privileged with the flexibility to fight for what we believe in – and we choose to fight for: A BETTER WORLD FOR PETS.

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