



## Eco-friendly Strategies

Wild Republic was created to connect our founder's love for children and wildlife.

Our mission has always been to deliver toys and stuffed animals that foster curiosity about wildlife and educate children about the wonders of nature. An important part of our mission has always been to ensure the Wild Republic brand of toys and stuffed animals adhere to the strictest of toy safety standards not only for the US, but also for worldwide distribution.

Due to environmental concerns around the globe, we are taking the next step in our journey and have made the below initiatives.

- 80% recycled cardboard in our packaging
- Usage of Soy Ink
- The fill in the plush made of 100% recycled water bottles
- Only 50% of the Plush Line contains beads
- Whenever beads are being used we use regrind beads (made of recycled materials) and/or a 50/50 combination of regrind beads and other eco-friendly ingredients
- Working on a biodegradable alternative to plastic inner packs



## But that is not enough!

We will not rest on these changes alone. It is our mission to relook at everything we do to make sure we are taking our fragile environment into consideration - process and product.

Wild Republic is the leader in providing innovative, award-winning, safe plush and toy options in the market. We will also be the leader in providing you with the most eco-friendly products; not just one eco-friendly line, but an entire eco-friendly company and product range.

Our mission here at Wild Republic is to evaluate every part of our operation and make changes accordingly to ensure we are doing our part to make a positive impact to the world around us.



## PRESS RELEASE

**FOR IMMEDIATE RELEASE**

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### **Wild Republic Announces Companywide Eco-Friendly Directive**

Twinsburg, OH - (October 2, 2018). Wild Republic announces companywide eco-friendly directive to address environmental concerns around the globe. Wild Republic's mission has always been to deliver toys and stuffed animals that foster curiosity about wildlife and educate children about the wonders of nature. As a company dedicated to wildlife and nature, they have increasingly implemented earth friendly strategies in their products and processes.

Today, Vishnu Chandran, President of Wild Republic announced the next steps in the company's journey. "It is our mission to relook at everything we do to make sure we are taking our fragile environment into consideration." Next on the horizon, the Company will be switching their popular polybags to a zipper-top, reusable bag. Packaging will be changed to remove plastic sleeves on most blister-carded items. Wild Republic is also aggressively seeking a biodegradable alternative to plastic inner packaging.

Wild Republic currently uses 80 percent recycled cardboard in their packaging and soy ink in their product printing processes. They have eliminated single-use plastics in the packages of most of their toy items and increasingly created reusable carrying cases for new toy lines. Only 50 percent of plush lines contain beads. Those that do are filled with either regrind beads made of recycled materials or a 50 / 50 combination of regrind beads and other eco-friendly ingredients. Additionally, the company introduced a GOTS certified organic cotton clothing line for children, Kid's Wear, in 2016.

Wild Republic is an internationally recognized brand best known for providing consumers throughout the globe with a vast array of nature-inspired toys and stuffed animals. With the announcement of this new companywide eco-friendly directive Wild Republic will evaluate every part of their operation to ensure they are doing their part to make a positive impact to the world around us.

#### **About Wild Republic:**

Wild Republic has been delighting consumers around the globe with an expansive collection of nature-related toys and gifts since 1979. Headquartered in Twinsburg, Ohio, Wild Republic has offices throughout the world with international distribution serving zoos, museums, aquariums and retailers. Consumers can also purchase direct at [www.wildrepublic.com](http://www.wildrepublic.com) and are invited to follow the company on [Facebook](#).