



**CLYNKE**



**CLYNK**

Who is CLYNK

# CLYNK is taking a **progressive** approach to circularity

Our patented technology was developed in 2005 and our first redeemable was processed in 2006.

CLYNK's consumer friendly bag drop recycling is a better way for consumers to redeem beverage containers and is growing in an era when other forms of recycling struggle.

We are a rare breed, one of the few recycling industry leaders that is work in multiple states.





Year	Stakeholder	Partner	Redemption Rate
2006	Retail	Hannaford	78%

## CLYNK in Maine

Bag Drop improves customer experience for retailers

This is where it started. CLYNK's partnership with Hannaford grocery began with one store in 2006 and is now in **56 Hannaford stores in the state**. The program creates positive brand affinity and community engagement and drives increased store visits as customers use in-store kiosks to cash in their CLYNK balance.

Through years of close partnering with ME Department of Environmental Protection CLYNK has assisted in fraud investigations and proactively updates the state redeemable barcode database. **"CLYNKing" is a verb in Maine.**

**Results:** Increased redemption, increased customer satisfaction and increased revenue for our partner.



Year	Stakeholder	Partner	Redemption Rate
2010	Processor & Beverage	OBRC	90%

## CLYNK in Oregon

Facilitating recycling through innovative redemption center solutions.

The program features **Bag Drop at stand alone depots (BottleDrop Express) as well as in manned recycling centers** that also offer RVM and handcount (BottleDrop). It supports a refillable bottle program by allowing those bottles to be returned in the bag. **Retailers may also pay to host a reimbursement kiosk and to participate in a “plus” program grossing up cash-outs 20% when spent in store.**

**Results:** Harmonious relationships between recyclers, manufacturers and the state; high customer satisfaction and **90% redemption rate.**



Year	Stakeholder	Partner	Redemption Rate
2016	Retail	Hannaford	69.9%

## CLYNK in New York

Extending convenience to more stores drives more satisfaction and more recycling

In addition to driving high customer satisfaction and brand affinity, CLYNK enforces the retailer's commitment to sustainability, and supports their desired first impressions of clean, fresh, convenient. It also provides retailers new customer touchpoints to engage their customers to both reinforce brand messaging and incentivize behaviors through couponing. **CLYNK is in 50 Hannaford locations throughout upstate NY.**

**Results:** Increased redemption, Increased revenue and brand equity for our partner. Strong community support.



Year	Stakeholder	Partner	Redemption Rate
2019	Beverage & Processor	CRINC	63%

## CLYNK in Iowa

Partner licenses CLYNK to galvanize stakeholder support for bottle bill

This is a late-stage pilot with an organization **owned by the two largest beer distributors in state**. CLYNK has replaced a legacy Redemption Pick Up system with a **modern mobile version** that seamlessly integrates with the CLYNK Bag Drop system. The pilot features Bag Drop at both **stand alone and retail parking lot unmanned depots as well as a proof of concept mobile unit with drop doors, scanners, and a bag tag printer**. It has been built to anticipate multiple processing centers and/or sublicensees..

**Results:** Moving from pilot stage to rollout!





Year

2024

Stakeholder

Ahold  
Delhaize

Partner

RecyclIX

# CLYNK in Connecticut

Bag Drop will be introduced as the third redemption modality

Connecticut is the most recent state to improve its Bottle Bill by including more beverage containers covered and increasing the deposit from **5 to 10 cents**. CLYNK is conducting a 5-store pilot with Stop & Shop that will feature **an immediate payment option**. Our launch is scheduled for June of 2024.

**Results:** We will measure our impact through improved recycling rates and better customer and food retailer experiences.





# A win for all stakeholders

## Processor



Turnkey solution  
More clean material  
Customer service & dispute resolution  
Fraud detection

## Retailer



Lower labor solution  
Better customer brand experience  
Loyalty and revenue opportunities

## State



Increases redemption  
Highest use recycling  
Engaged citizens  
Healthier bottle bills

## Manufacturer



Improved reporting  
Fraud protection  
Higher availability of post consumer material

## Consumer/Causes



Convenient  
Clean/Contactless  
Rewarding experience - fundraising



How Bag Drop Works

CLYNK was built for two audiences



# Bag Drop transforms a time consuming chore





Into a 15 second easy drop off





Convenient

Clean

Cool

# How Bag Drop works



Customers register instore or online /  
Bags purchased in store



Full (labeled) bags are dropped off in on-site Sustainability Station



CLYNK collects and loads onto  
truck



Bags taken to processing facility &  
containers are redeemed & sorted.



Redemption credited to customer  
account



# Value Generating for consumers & causes



Chloe Teboe

Apr 22 · 🌐

This year, participating schools raised \$39,172.05 through CLYNK -- all while spreading a message about the importance of recycling. [NEWS CENTER Maine](#)



NEWSCENTERMAINE.COM

Maine schools mark record year for CLYNK recycling challenge



Red Shoe Society of Maine

Apr 27 · 🌐

Did you know you can raise money for Ronald McDonald House Charities of Maine by simply recycling your redeemables with CLYNK? Grab a bag from the Portland or Bangor House, fill it with your bottles and cans, and drop it at a participating Hannaford for a super easy way to make a difference!



The Barbara Bush Children's Hospital at  
Maine Medical Center

Jun 1 · 🌐

Does your kitchen have a stack of bottles waiting to be recycled? Thanks to CLYNK, it's easy to recycle those empty cans AND support BBCH by donating... [See More](#)

SUPPORT  
BBCH WITH  
CLYNK



The Barbara Bush  
Children's Hospital  
At Maine Medical Center



Camp Mechuwana

Jul 30 · 🌐

We asked you to help us raise \$1,000 in CLYNK returnable cans & bottles during the month of July...actually, by midnight tonight. AND YOU DID!!! Our grand total was...\$1,001.70 -- unbelievable! That means we met the match for an additional \$1,000 from a generous donor. THANK YOU!!! 🙌🙌🙌🙌🙌🙌



MECHUWANA.ORG  
Camp Mechuwana


[Learn More](#)

👍❤️ 140

4 Comments 12 Shares





# CLYNK consumers are empowered to....





**Bridget O'Brien**


Card # 302773527  
Balance \$15.50

 **Account Summary**

 Card & PIN

 Edit Profile / Change Password

 Donations

 Logout


Balance  
\$15.50

Containers 114


Donated  
\$24.60

### Account Impact


Here are some positive environmental impacts from your CLYNK usage.



You have saved enough energy to light 0.2 lightbulbs -  
- 24 hours a day -- for a year.




You have saved the emissions equivalent of driving  
your car 33 miles.



You have diverted enough containers to fill 1.1 lobster  
traps.

[\\*Click here](#) to learn how these numbers were calculated.

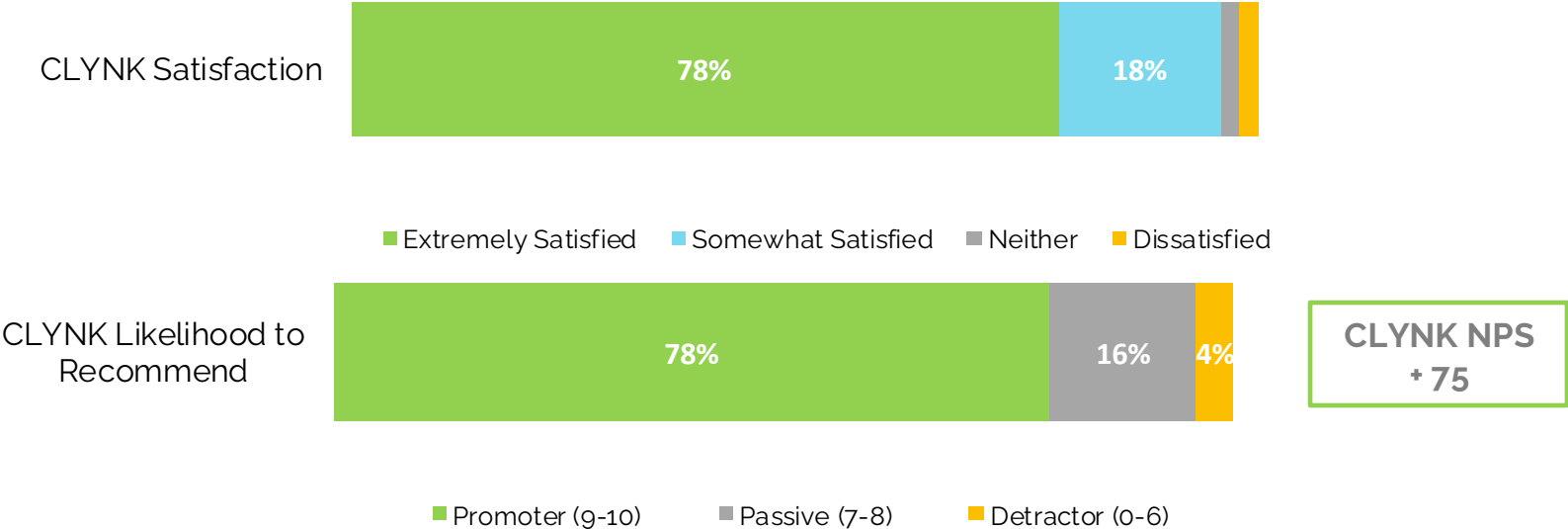
Share your impact on Facebook 



The Proof is in the Pudding

# The vast majority of CLYNK customers are very happy

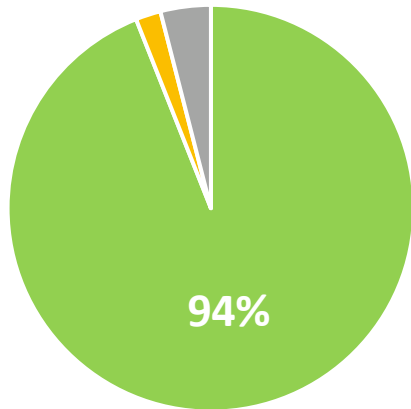
## Satisfaction with and Likelihood to Recommend CLYNK



Q12. Overall, how satisfied are you with CLYNK?  
Q13. On a scale from 0 to 10, how likely are to recommend CLYNK to someone like yourself?

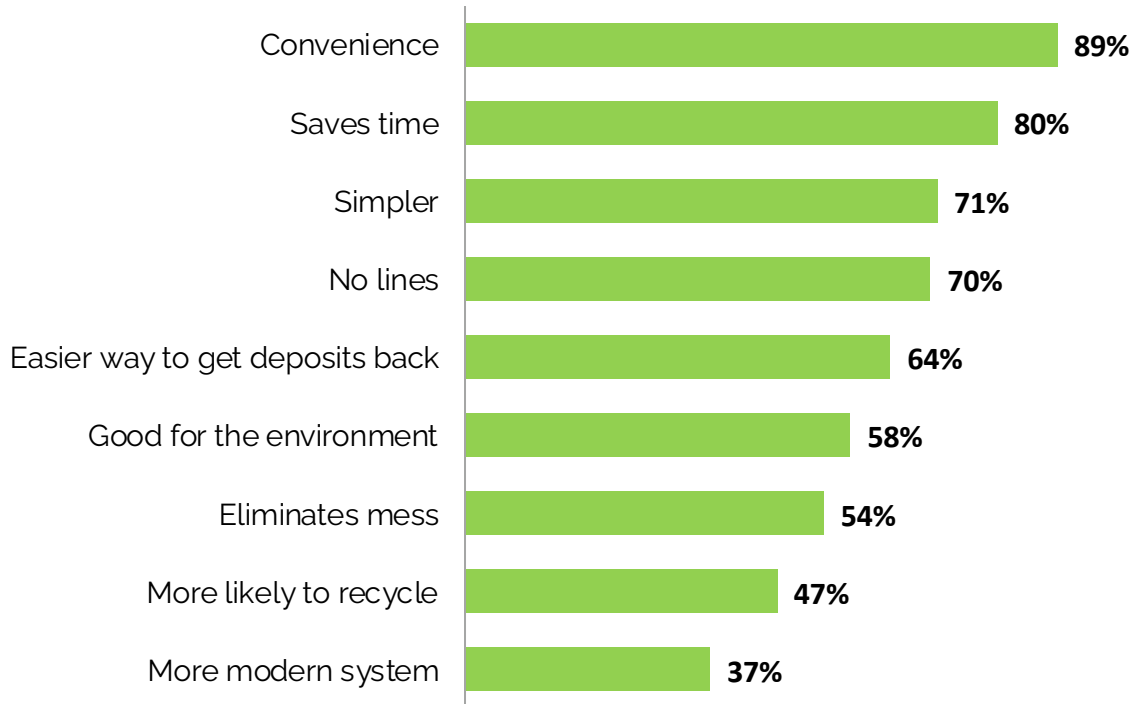
# CLYNK customers have a strong preference for Bag Drop

Preference for CLYNK vs. Other Recycling Systems



■ Prefer CLYNK    ■ Prefer other  
■ No preference

Benefits of CLYNK



Q6. Which (recycling systems/programs) do you prefer? (Asked if have used other system in the past)  
Q8. What are the benefits to you of using CLYNK compared to using other recycling systems/programs?



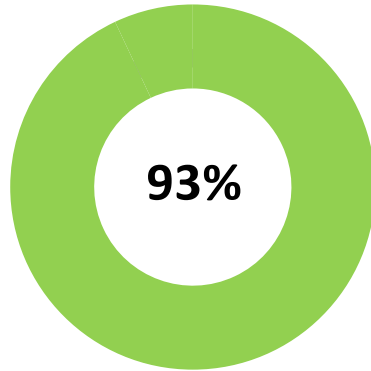
# CLYNK customers have positive perceptions of host grocer because it offers this service

Impact of CLYNK on Perception and Loyalty to host grocer

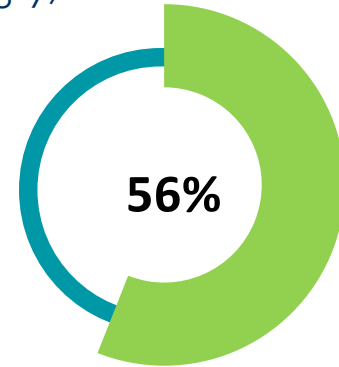


■ Positive Impact (8-10)

■ No Impact (3-7)



Think CLYNK is a positive feature of host grocer



Say offering CLYNK has made them more loyal to host grocer

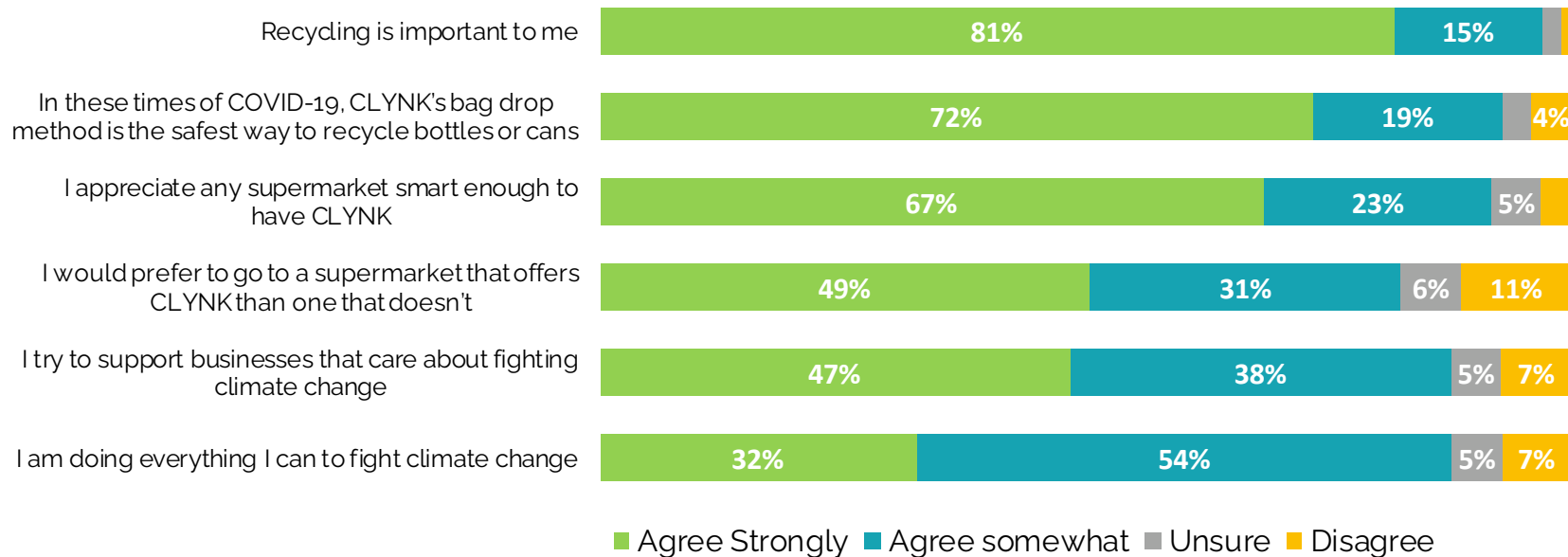
Q20. On a scale from 0 to 10, how much of an impact does CLYNK have on your perception of [grocer brand]?

Q19. Is CLYNK a positive feature when you think about going to [grocer brand]?

Q22. Has [grocer brand] offering CLYNK instead of other recycling redemption systems made you more loyal to [grocer brand]?

# CLYNK customers have strong preferences for a supermarket that offers this service

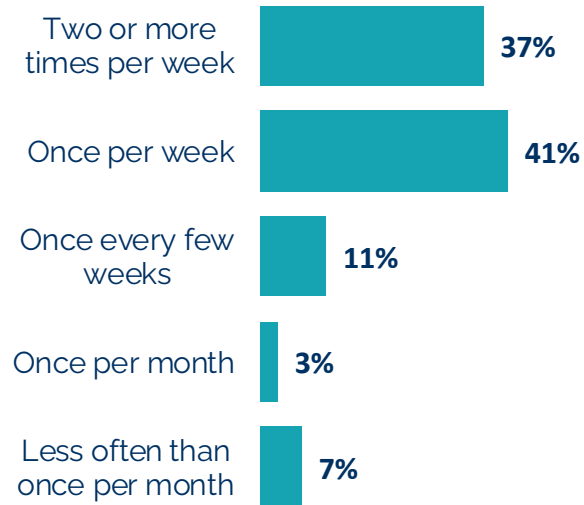
## Personal Views on Recycling Systems



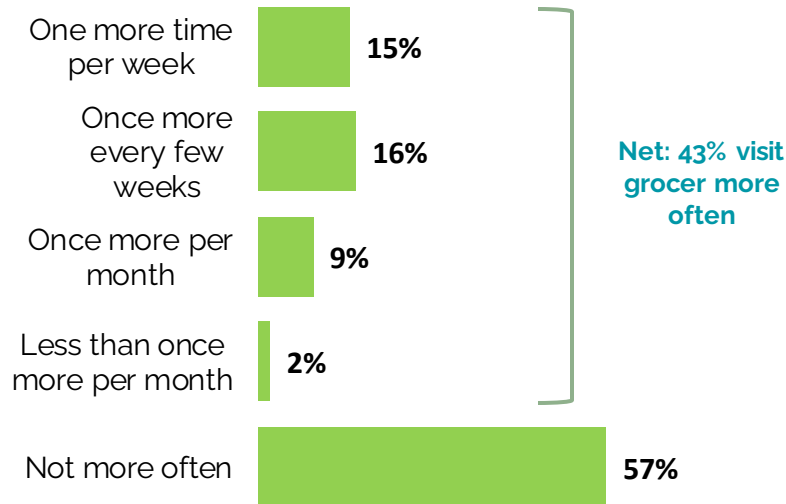
# More than 4 in 10 say they **visit CLYNK host grocer more often** since signing up for CLYNK

## Impact of CLYNK on Host Grocer Frequency

Visits to host grocer **before** signing up for CLYNK



Visits **more** to host grocer **after** signing up for CLYNK



# In their own words... why customers prefer **CLYNK** to other recycling options

*"Can drop off the bags at any time, check my balance, do my shopping."*

*"I don't like waiting in lines to drop my cans/bottles in giant, dirty containers. I don't like getting my hands all drippy with other people's liquids."*

*"Much more convenient, and cleaner."*

*"It's much more convenient to drop off all of my containers at once and have a digital wallet."*

*"It's easier and less time consuming. Wish there were more CLYNK locations outside of grocery stores."*

*"Very simple. Can just drive right up and drop off the cans and go. Makes it much easier to incorporate this in my day."*

*"Much easier to drop recyclables off at CLYNK than to have to feed bottles and cans into a machine."*





**CLYNK**

Closing



## The Customer Is King

The success of recycling programs relies on widespread and consistent usage by **individual consumers**.

Consumers want to do the right thing....**but only if it is convenient.**

**CLYNK's Bag Drop is the most convenient redemption modality and where it is offered, it is the fastest growing option**



**CLYNKE**