

SodaStream launches free recycling program for sparkling water makers

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SodaStream®, the world's leading sparkling water brand announced a partnership with international recycling leader, TerraCycle®, as the two companies continue their vision for a greener, more sustainable future. This innovative partnership introduces the SodaStream Free Recycling Program, providing consumers with an environmentally responsible solution to recycle their SodaStream sparkling water makers.

"This partnership with TerraCycle marks a significant step in our sustainability journey, and we're proud to team up with another organisation committed to reducing single-use plastic waste and building a greener planet. Together we are offering consumers a free, convenient, and eco-conscious solution to recycle their SodaStream sparkling water makers while creating a positive impact by keeping waste out of landfills to make a difference for our planet," said, Mark Fenton, Chief Business Officer at SodaStream North America

The Free Recycling Program represents SodaStream's latest commitment to environmental preservation and sustainability. In an earlier milestone this year, the brand celebrated the successful elimination of 5 billion single-use plastic bottles in 2022, thanks to the collective efforts of SodaStream consumers globally.