

Recycled
toothbrushes make
sense



**ASSIGN
BUSTER**

Recycled Toothbrushes Make Sense of the of the Concerned March Recycled Toothbrushes Make Sense Recycline stands to gain several advantages by partnering with Stonyfield Farm. The first and the foremost advantage is that partnering with Stonyfield Farm gives Recycline an easy and direct access to the required raw materials. This leads to ample reduction in the cost of manufacturing at Recycline, which allows it to be more competitive by allowing it to offer its products to its customers at affordable prices. Easy availability of raw materials would lead to savings in the logistics and supply chain management costs for Recycline. It can further cut on logistics costs by collaborating with Stonyfield Farm in the procurement and disposal of the used yogurt containers. Secondly, some people usually do not prefer to use toothbrushes made out of recycled stuff, perhaps because of the reasons of hygiene and the sense of aversion associated with toothbrushes made out of recycled plastic. Recycline could enhance the conversion rate to its toothbrushes by telling its customers that they are made of food grade recycled plastic originating from the yogurt packaging of a credible food company like Stonyfield Farm. Besides Stonyfield is an already established brand. Recycline's association with it will definitely add to its brand value. 2. Hudson is already procuring the raw material from Stonyfield Farm. It could place the advertisements at the stores selling Stonyfield products with catchy slogans like "Waste nothing, go green, and let your yogurt container be your toothbrush." If Stonyfield Farm allows Hudson to do so, he could easily convert a big segment of Stonyfield's customers to its products, without making significant investments. Stonyfield Farm also stands to gain from this move, as it will strengthen its green credentials. Perhaps Stonyfield may agree to share the advertising costs or carry the Recycline logo on its

product packaging. In the current times, a new lifestyle has emerged that aims at responsible consumption. Recycline can associate with and participate in the activities of organizations and institutions that work on environmental protection and enjoy a good following and brand awareness. By associating with such organizations, Hudson can aim to convert a good chunk of their followers to its products. Besides, being perceived as associated with green organizations will provide Hudson with ample free publicity and bolster the public perception of its products. 3. Recycling is not merely about using recycled raw materials to cut costs, but an emerging way of life. This movement is gradually expanding by taking varied organizations, groups and responsible corporations in its fold. In the future, Recycline will have to act fast to make a niche for itself, as a strong brand contributing to, and existing in this new world that is oriented around responsible consumption. To assure growth, it may have to expand in other products and services that are associated with environmental protection and an organic lifestyle, like herbs, organic food products, and nutritional supplements made out of natural plants, organic beverages, etc.