



RECOGNITION **CHANGES** EVERYTHING

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**JUST IN TIME FOR EARTH DAY - THARPEROBINS RAMPS UP RECYCLING EFFORTS
BY PARTNERING WITH SONOCO RECYCLING**

Company focuses on 100% recycling

STATESVILLE, N.C., April 19, 2011 – With the arrival of this year’s Earth Day, the TharpeRobbins Company Inc., a global leader in the managed reward and recognition industry, is becoming very aggressive with its recycling practices.

TharpeRobbins is partnering with Sonoco Recycling, Inc. (www.sonoco.com), a wholly owned subsidiary of Sonoco, and a world leader in recycling. Sonoco Recycling collects 3.5 million tons of paper, plastic, metal and other materials annually, operates more than 40 recycling facilities globally, and maintains strategic relationships with more than 15,000 major retailers, manufacturers and municipalities.

“Our merchandising team constantly looks for green suppliers to add environmentally friendly offerings to our reward list,” says Pat Rushton, senior vice president of global integration for TharpeRobbins. “We wanted to do the same with our sustainability partners, so we are now using Sonoco Recycling for all of our recycling efforts.”

TharpeRobbins’ ultimate goal is to reduce the company’s carbon footprint by 50 percent over the next five years. To do this, it is evaluating and restructuring its entire recycling program to make sure that nothing is overlooked and that optimal recovery is attained for everything used.

The efforts reflect significant amounts of material being diverted from disposal through reuse of packaging, avoidance of disposables in employee kitchen/break rooms and recycling as many materials as possible.

“The bottom line is to reduce not only our carbon footprint but to reduce our total waste going into landfills,” says Rushton. “This is one of many steps we are taking in support of our ongoing sustainability initiative.”

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In addition to the materials currently being recycled, TharpeRobbins will now be recycling strapping, air bags and stretch wrap. There will be containers specifically for recycling stretch film and plastic bags, air bags, and a container for plastic bands.

All employees are asked to monitor their waste and ask if they are not sure what can be recycled.

As this program starts up, TharpeRobbins plans to make changes as necessary so the recycling effort is as convenient as possible for everyone involved. The company is encouraging employees to constantly make suggestions for improvement.

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For more than 100 years, TharpeRobbins' rich history as an innovator has covered the breadth of managed reward and recognition programs. The company fosters superior performance by creating new standards for employee recognition and rewards through imaginative solutions, cutting edge programs, flawless execution, professional service and world-class technology. TharpeRobbins built its reputation on developing customized programs to help clients reach their employee attraction and retention goals. The company is passionate about recognition because they know that an engaged workforce produces satisfied customers, which in turn produces more business. With TharpeRobbins, Recognition Changes Everything.

The privately-held TharpeRobbins was created through the February 2007 merger of The Robbins Company, founded in 1892, and The Tharpe Company Inc., founded in 1981. The company headquarters are located on a 25-acre campus in Statesville, N.C. and include an extensive showroom and state-of-the-art distribution facility. The ISO-certified Attleboro, Mass., operations include creative services, software development and jewelry manufacturing. Find out more at www.tharperobbins.com.

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