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# TerraCycle (C): Eco-Capitalism And “Upcycling” Waste

What type of products does the company sell?

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Describe the product mix.

Huge line of products ranging from gardening supplies to luxury goods.

How wide is it?

**HUGE!**

Which basic product lines does it sell?

Bags, School supplies, Home, Garden, Toys  
Pet supplies, Office and many more

What type of consumer product is terracycle's plant food?

**UNSOUGHT**

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Do you think that the product line extension or product line contraction would make more sense for terracycle at this stage of the company's growth?

- extension brings more differentiated products, giving the company more market penetration, which will bring in higher revenues therefore it would make sense for the company to grow and set itself apart from its competitors.

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Products

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How well do Terracycle's bottles perform the four packaging functions discussed in this chapter? Compare Terracycle's product to Miracle-Gro's. Do you think Terracycle package design distinguished their product well enough from those of the industry giant, or are they similar enough to cause consumer confusion?

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Packaging Functions:

1. Protect Product
2. Promote Product
3. Facilitate the storage, use, and convenience
4. Facilitating recycling and reducing Environmental Damage

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