

# Beyond Plastic™

We're leaders in products that reduce single-use plastic waste.





# Cutting Plastic, Not Corners

We're focused on eliminating single-use plastics.

In the minute it will take you to read this page, almost 1.6 million pounds of plastic will be produced.<sup>1</sup> Single-use plastics are the default for many products and packaging, but they don't have to be. At Grove, we believe there's a better way. We exist to offer safe, effective, and affordable products that don't rely on plastic waste. Plastic isn't disposable — it's destined to last for centuries in landfills or worse, become mismanaged waste in our natural ecosystems. It's time we break free from the plastic status quo.

## Linear Consumption Is Broken

The consumer goods industry has long followed a “take, make, waste” approach — producing massive amounts of plastic designed for a single use before being discarded. This linear consumption model is fueling a global waste crisis, with devastating consequences for our environment and health. We offer a fresh alternative: everyday essentials designed to challenge existing single-use formats.

## Plastic Recycling Is A False Promise

Rather than rethinking product design and formats, many companies have set empty and unrealistic goals to use recycled plastic content in their products and packaging as a convenient excuse to keep using it. The numbers tell a different story: only 5% of plastic in the U.S. is actually recycled.<sup>2</sup> Some materials can be effectively recycled and effectively made from recycled content. Paper has a recycling rate of 68% in the U.S.,<sup>3</sup> but plastic does not fit this mold.

## Plastic Never Really Goes Away

Every piece of plastic ever made still exists in some form today, most notably as microplastics. Plastic does not fully biodegrade, but instead breaks down into smaller and smaller pieces. Microplastics have entered our drinking water, blood, and even breastmilk.<sup>4</sup> The long-term health impacts are still unfolding, but what we do know is that plastic pollution is an escalating crisis we cannot ignore.

<sup>1</sup> [Plastic Oceans](#)  
<sup>2</sup> [Environmental Protection Agency](#)  
<sup>3</sup> [Greenpeace](#)  
<sup>4</sup> [Science Direct](#)



**Our sustainability mission is centered around reimagining household essentials that do not rely on single-use plastics.**

We've made meaningful progress, but there's still work to do. As we push forward, we ask ourselves:

- How can we accelerate the shift to plastic-free alternatives at scale?
- What role can we play in driving systemic industry change?
- How do we make sustainable choices the easy choice for every household?

# Rethinking Growth, without the Plastic Footprint

Decoupling our plastic usage from our profits.

## Transparent Progress

At Grove, our mission is clear — move our industry away from its reliance on plastic. The best way for us to transparently illustrate our progress out of plastic is through our plastic intensity metric. Created in 2021 and the first of its kind in the industry, plastic intensity is a simple ratio of how much plastic we sell (in lbs.) per \$100 of net revenue.

Our goal is to decouple revenue growth from our plastic footprint — proving that sustainability and business can go hand in hand. As we continue to transparently report on our progress (and challenges), we hope other brands and retailers will follow suit.

## Setting The Standard With Grove Brands

Within our product portfolio, we’re constantly innovating to reduce plastic. One big challenge: Our Grove Co. 100% Recycled Plastic Trash Bags account for 51% of our total Grove brands’ plastic footprint. While this product uses recycled materials, it significantly impacts our plastic intensity. To help us provide a clearer picture of our progress, we measure our plastic intensity without and with trash bags: 0.57 lbs. of plastic per \$100 net revenue in 2024 (vs. 1.11 lbs. including trash bags). We remain committed to exploring alternative solutions while balancing functionality and sustainability.

## Advancing Third Party Brand Leadership

Our impact goes beyond products from our Grove brands. By curating a marketplace of values-aligned third party brand partners, we are helping shift our industry towards lower plastic waste solutions. Since 2020, we’ve reduced our third-party plastic intensity from 1.78 lbs. to 1.01 lbs. of plastic per \$100 in net revenue.

Through our role as a marketplace, we aim to drive industry-wide change by championing plastic reduction, fostering transparency, and encouraging collaboration in sustainable innovation.

## Plastic Intensity

lbs. per \$100 revenue in 2024



Grove-owned brands (lbs.)



All brands on grove.com + retail (lbs.)



Third-party brands<sup>1</sup> (lbs.)

<sup>1</sup> Products sold on grove.com from brands not owned by Grove Collaborative.



THE GROVE STANDARD

# Beyond Plastic™ Badges

The future of household essentials shouldn't rely on single-use plastic, but getting there requires innovation, transparency, and persistence.

Beyond Plastic™ commits to accelerating the shift toward long-term, scalable solutions that reduce single-use plastic waste. Some plastic in products and packaging is still unavoidable. Many brands are challenged by lack of viable, cost-effective, and scalable alternatives to plastic. While we push for better solutions, we hope to demonstrate transparency regarding the plastic in our marketplace. Beyond Plastic™ celebrates progress, makes thoughtful trade-offs where needed, and strives for better solutions.

## Helping Customers Make Informed Choices

When you shop with Grove, our Beyond Plastic™ badges make it easier to understand the plastic you're purchasing. These digital product badges provide clear, transparent guidance on plastic reduction and allow customers to make informed decisions to help reduce their plastic footprint.

These badges highlight the best available solutions today — products that move us closer to a plastic-free future, even if they aren't yet perfect. For example, Grove Co.'s Cleaner Concentrate System replaces bulky single-use plastic bottles with small, one-ounce glass concentrates, significantly reducing plastic waste and carbon emissions by shipping less water.



Our Refillable Glass Spray Bottle, used with our concentrates, has a plastic trigger sprayer. Although this product is intended to last 3+ years, we continue to push for better alternatives as technology evolves.

## The Power of Choice in a Flawed System

Going Beyond Plastic™ means customers don't have to choose between convenience and sustainability. Instead of limiting options to only plastic-free products, we are building a marketplace that offers the most responsible choices today while developing better solutions for the future.

We define our Beyond Plastic™ standard as follows:



**100%**  
PLASTIC-FREE



**No**  
SINGLE-USE PLASTIC  
(EPA DEFINES DURABLES AS LASTING 3+ YEARS)



**Reduced**  
PLASTIC WASTE

# Moving Grove Co. Products Beyond Plastic™

We are setting the standard for transparency.



100% Plastic Free

Does not include any PVA or plastic lacquers, liners, or coatings. Examples: Swedish dishcloths, wool dryer balls and bar soaps.



No Single-Use Plastic

Contains durable, reusable plastic, defined by the [EPA](#) as lasting 3 years or more. Contains no single-use plastic, such as polybags. Examples: Reusable hand and dish soap dispensers and glass spray bottles.



Reduced Plastic Waste

Products that have significantly reduced plastic use compared to conventional alternatives, with key components of their packaging made from materials with greater circularity potential, such as paper, glass, or aluminum, instead of plastic. Examples: Hand and dish soaps, and cleaner concentrates.

## BEYOND PLASTIC™ TOTALS: NET REVENUE



## BEYOND PLASTIC™ TOTALS: SKUS SOLD



## No Claim

The product contains virgin, recycled, or compostable plastic and is not widely recyclable. Products are still required to meet a best-in-class standard and are better-than-conventional alternatives. Examples: 100% recycled plastic trash bags, compostable bags, sponges, and wipes.

### PERCENT NET REVENUE



### PERCENT SKUS SOLD



In 2023, we adopted an expanded definition of “plastic” that includes polyvinyl alcohol (PVA and PVOH), silicone, and plastic liners and resins with aluminum packaging to ensure the highest level of inclusivity and transparency in our plastic reporting.



THIRD-PARTY BRANDS

Products & Packaging

Our third-party brands are innovating new plastic-reducing, low-waste products that meet our Beyond Plastic™ standard.

From Q1 2022 to Q4 2024, our plastic intensity for our third-party products sold at Grove.com decreased from 1.43 to 0.97 lbs of plastic sold per \$100 of net revenue, respectively.



BIBS

High-quality and safe baby essentials made from natural rubber and glass with stylish, functional design.



Better Battery Co.

The world’s first high performance carbon neutral alkaline battery kit with a built-in recycling program.



Graza

Extra virgin olive oil in 100% recyclable aluminum refill cans.



Izzy Zero Waste Beauty

Reduce plastic waste with refillable, clean, and cruelty-free beauty products.



Phil's

Multi-purpose, uncomplicated personal care essentials on a mission to reduce plastic waste.



Trashie

The Take Back Bag makes it easy to keep your unwanted clothing and textiles, often made from non-biodegradable materials like polyester, from ending up in landfills.



Powders Shampoo Co.

Healing Earth with every shower. Innovative powder-to-foam shampoos and body washes with 0% plastic.



Waste Free Celebrations

Give joy, not waste. Reusable gift bags offer a sustainable alternative for single use — gift wrap and bags — without compromising festivity.

OUR PROGRESS

Plastic Site-Wide and in Retail

We lead with transparency. In 2020, we publicly launched our first Plastic Scorecard — the first report of its kind to disclose our total plastic footprint. A year later, we introduced the industry’s first plastic intensity metric, setting a new standard for accountability.

By sharing these metrics, we’re holding ourselves accountable and challenging our industry peers to measure, report, and reduce their plastic impact. These metrics cover all products sold on Grove.com as well as our Grove Co. sales through retail partners.

Plastic Footprint

Year over year we work to reduce our total plastic footprint by introducing more plastic-free or plastic-reducing products into our assortment.



lbs. total plastic footprint (target on track)

Plastic Intensity

We aim to decouple our revenue from our use of plastic.



lbs. plastic sold per \$100 of revenue (target on track)

Plastic Per Shipment

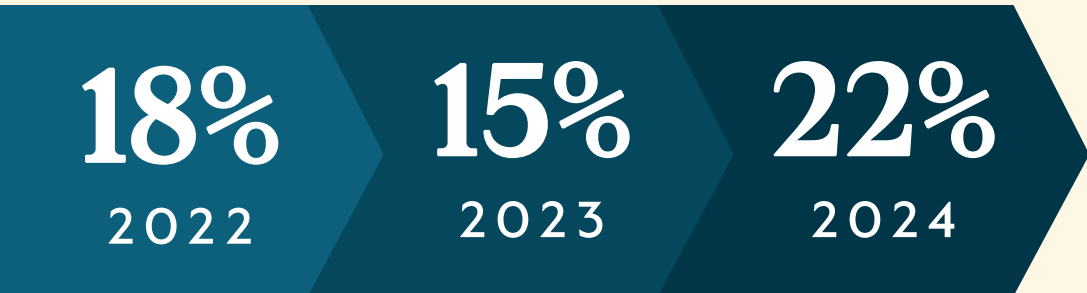
We hope to reduce this number through educating and engaging our community to adopt sustainable habits, like choosing our Beyond Plastic™ products.



lbs. plastic per customer shipment¹ (target lagging)

Recycled Content

When no plastic-free alternatives exist, we aim to increase this metric by maximizing post-consumer recycled plastic whenever possible.



percentage post-consumer recycled content (target on track)

Refillable/Reusable

We seek to increase reusable or refillable products and packaging while reducing single-use plastic.



percentage refillable or reusable products (target lagging)

Another demonstration of progress is through our Beyond Plastic™ metrics (page 14).

In 2023, we adopted an expanded definition of “plastic” that includes polyvinyl alcohol (PVA and PVOH), silicone, and plastic liners and resins with aluminum packaging to ensure highest level of inclusivity and transparency in our plastic reporting. We’ve recalibrated 2022 metrics to account for our expanded definition of plastic. | [Grove.co](https://www.grove.co)



PARTNERSHIPS

# Tackling the Plastic Waste Crisis with rePurpose Global

We believe businesses have a duty to take responsibility for their plastic footprint and play a role in tackling the plastic waste crisis. Grove is proud to be plastic neutral since 2020. For every ounce of plastic we sell, we recover an equal amount of ocean-bound plastic in partnership with rePurpose Global.

Plastic neutrality is one of the ways we mitigate our plastic footprint as we work to reduce single-use plastic from our products. While plastic recovery alone isn't a silver bullet or an excuse to avoid real progress in reduction, it plays an important role in addressing the global plastic pollution crisis by coupling plastic recovery efforts with our commitment to reducing our own plastic use.

Through rePurpose Global, we support ethical waste collection and recycling efforts in communities most affected by plastic pollution, ensuring that recovered materials are responsibly processed. By choosing Grove, our customers become part of the solution — helping drive systemic change in how plastic is managed, reduced, and ultimately eliminated from the products we use everyday.

OUR PARTNER

rePurpose Global is a plastic crediting platform dedicated to reducing waste, reviving lives, and restoring nature's balance. Our plastic neutrality partnership with rePurpose Global has three goals, shown at the right.

Our Plastic Neutrality Partnership Goals

- 1. Recover low-value, ocean-bound plastic waste.

Plastic recovery

focuses on collection of hard-to-recycle, low-value plastics (like chip bags or candy wrappers). In light of concerns around the effectiveness of some carbon crediting programs, a fundamental aspect of ours is ensuring additionality — plastic collection would not have otherwise occurred without our efforts.

- 2. Scale local plastic waste management value chains.

Waste management

is neglected in many communities due to a lack of infrastructure, leading to dumping or incineration. We help finance critical recycling infrastructure that prevents plastic waste from flowing into the ocean. Investing capital infrastructure enables the collection of greater volumes of plastic pollution over time.

- 3. Empower marginalized waste worker communities.

Working conditions

in the informal waste sector are notoriously unsafe, and workers almost invariably lack access to good healthcare and education. People are profoundly impacted by plastic pollution, and we champion safety, dignity, and equality across the waste value chain to combat the unsafe, exploitative practices of this sector.



PARTNERSHIPS

# Our Plastic Recovery Projects

1.  
Hara Kal  
Kerala, India



A women-centered initiative partnering with local self-help groups to implement first-mile plastic waste collection, preventing low-value plastics from reaching the ocean.

2.  
Anmol Kinara  
Karnataka, India



Addressing ocean-bound plastic waste by enhancing developing waste management systems in rural coastal villages.

3.  
Nuevo Ciclo  
Medellín, Colombia



Engaging communities in creating 'bottles of love' filled with low-value plastic, which are transformed into public amenities.

4.  
Sanguisé  
Douala, Cameroon



Safeguarding critical ecosystems in West Africa by intercepting plastic waste and conducting river cleanups.



## PARTNERSHIPS

# Turning Waste into Value

## Community-Driven 'Bottles of Love' for Public Amenities

Grove is proud to support The Nuevo Ciclo Project as part of our plastic neutrality commitment. Based in Medellín, Colombia, this project exemplifies innovation in plastic waste management and community empowerment — aligning perfectly with Grove's Beyond Plastic™ commitment.

Nuevo Ciclo tackles low-value plastic waste by encouraging people to collect items like plastic bags, food containers, and wrappers, packing them into large PET bottles. These “bottles of love” are dropped off at over 240 collection points in Medellín alone. Once collected, the materials are processed into plastic lumber, which is then used to create durable products like houses, shelters, tables, and chairs.



This approach diverts hard-to-recycle plastics from landfills and oceans while turning them into valuable resources.

Beyond selling these products, the foundation donates them to vulnerable communities, providing essential infrastructure like school classrooms, playgrounds, houses, and furniture. In 2024, the project recovered over 236 tons of plastic and aims to exceed 800 tons by mid-2026.

Additionally, it has created 85 formal jobs, offering training in sorting, processing, and construction, while enhancing livelihoods and economic stability.

A key strength of Nuevo Ciclo is its community-driven model. Volunteers spend up to 45 minutes filling each bottle, fostering a sense of shared responsibility. To date, over 177,000 hours of collective effort have contributed to plastic recovery. Schools, businesses, and neighborhood associations actively participate, building a network of environmental advocates.

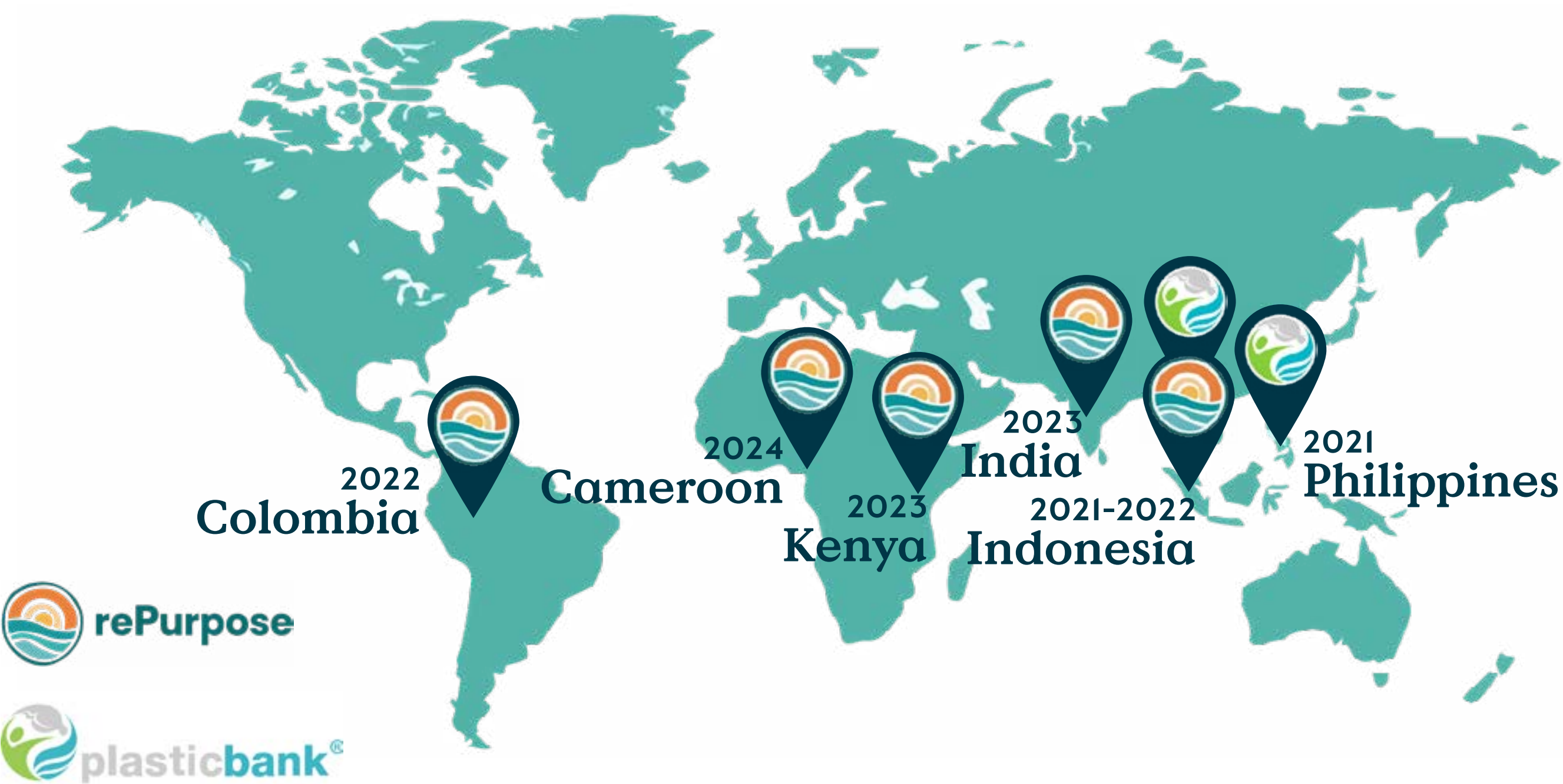
The Nuevo Ciclo Project is a powerful example of sustainable innovation and social impact. By transforming plastic waste into essential products while uplifting communities, it embodies the values

Grove strives to achieve. We are proud to support this initiative and its continued efforts in driving positive environmental and social change.



# We Recovered 1,896,298 lbs of Plastic through our 2024 Partnerships

Since 2020, Grove has recovered 17.2M lbs of nature- and ocean-bound plastic waste.



## 2024 Impact Highlights

<b>Hara Kal</b> Kerala, India	Workers: 113 direct (77% of them women), 1445 indirect workers Households impacted = 199,000 Project Hara Kal Verra registered in 2024 Grove provided support to those impacted by the Wayanad landslides in 2024
<b>Anmol Kinara</b> Karnataka, India	Workers: 33 direct (60% of them women), 200 indirect workers Households impacted = 56,000 2 new MRFs set up in 2024
<b>Nuevo Ciclo</b> Medellín, Colombia	Workers: 85 direct workers Sources of Collection in Medellín: 245 Over 500 people in the local community benefited from donations of recycled plastic lumber including housing, playgrounds, and classrooms
<b>Sanguisé</b> Douala, Cameroon	Workers: 24 direct, 19 indirect workers Sources of collection: 12 rivers and drains across Douala city



OUR PROGRESS

# From Setting Goals to Making Gains

Lessons learned from our commitment to reduce plastic waste.

Our journey has reinforced the importance of setting realistic yet aspirational goals, being transparent with our stakeholders, and remaining adaptable in the face of challenges.



In 2020, we set an ambitious goal: to become 100% plastic-free by 2025, driven by our deep concern for the escalating plastic waste crisis and our desire to lead the consumer goods industry by example.

As we progressed, we encountered unforeseen challenges that prompted us to reassess our objectives. By 2024, it became clear that becoming 100% plastic free by 2025 was more complex than we anticipated. Factors such as supply chain limitations, technological hurdles, and the need to maintain product quality and affordability played significant roles in this realization.

This experience taught us valuable lessons about setting and pursuing sustainability goals:

**1. Flexibility Is Crucial**

While ambitious goals can spur an industry towards change, it’s important to remain adaptable. Rigid adherence to a specific goal can sometimes hinder progress, especially when faced with evolving challenges.

**2. Transparency Builds Trust**

Openly communicating our journey, including wins and setbacks, fosters trust in our community and broader industry.

**3. Progress Over Perfection**

We know progress is messy and never linear. Striving for incremental progress allows us to continuously learn and adapt. Instead of a singular focus on becoming entirely plastic-free by a specific date, we have refined our focus to the following:

> EXPAND BEYOND PLASTIC™  
PRODUCT OFFERINGS

We’re focused on bringing customers innovative, high-performing household essentials that meet our Beyond Plastic™ standard. By expanding our Beyond Plastic™ product offerings into new categories, we’re making it easier for customers to find low-plastic waste solutions for every room in their home.

> INDUSTRY COLLABORATION

We cannot innovate out of plastic on our own. Driving meaningful change requires partnering with values-aligned organizations, suppliers, and brands to accelerate progress together.

> CUSTOMER IMPACT

Our customers are our sustainability heroes. We remain committed to showcasing the impact of their choices by shopping with Grove, most recently through our Beyond Plastic™ Impact Tracker.





## OUR PROGRESS

# Introducing the Beyond Plastic™ Impact Tracker

Shop sustainably, see the impact.

In 2024, we launched the industry's first ever Beyond Plastic™ Impact Tracker, a tool designed to empower our customers by providing them with real impact metrics by shopping with Grove.

In the last year, we've deepened our focus on enhancing the customer experience around sustainability — helping our community understand the real, meaningful impact they have by choosing Grove. Making the right choices can often feel overwhelming, and we want to make it easier for our community to see how their choices add up.

Grove's Beyond Plastic™ Impact Tracker provides each customer with individualized stats on how their decisions contribute to reducing plastic waste.

By choosing products that are reusable, refillable, or made from more circular materials like infinitely recyclable aluminum and glass, customers can see the tangible impact of their choices.

The tracker calculates the amount of single-use plastic avoided by choosing more plastic-conscious products, as well as the amount of plastic recovered on the customer's behalf as part of Grove's plastic neutrality commitment.

This achievement underscores the significant impact that conscious customer choices can have on our planet.

Our Impact Tracker is more than just a tool — it's an extension of our commitment to educating and empowering customers on their sustainability journey. By providing clear, personalized data on the impact of their purchases, we aim to inspire and support our customers in making informed, sustainable choices.

Since 2020, the Grove community has collectively avoided & recovered over 27 million pounds of plastic — the equivalent to the weight of more than 900 million water bottles.<sup>1</sup>

<sup>1</sup> Plastic impact is based on an average of 33 standard 16.9oz single-use water bottles per pound of plastic.



OUR PROGRESS

# Sustainable Swaps

At Grove, we seek to challenge existing product formats that have plagued our industry with single-use plastic. For decades, keeping homes clean has relied on single-use plastic bottles filled with liquid. Today, circular product design is transforming these outdated formats by prioritizing sustainability. Grove Co. leads the way in reducing single-use plastic through refillable, reusable, concentrated, and waterless solutions.

Grove Co. products have avoided **7,551,274 lbs** of plastic since 2020 — the equivalent of over 249 million water bottles.<sup>1</sup>

<sup>1</sup> Plastic avoided is based on an average of 33 standard 16.9oz single-use water bottles per pound of plastic.



Conventional  
Cleaning  
Bottles &  
Sprayers



Grove Co. Products  
**Cleaner Concentrates**  
Our cleaner concentrates are made of infinitely recyclable glass and shipped in FSC® certified, recyclable paper packaging. Designed for use with our refillable, reusable spray bottle, they help avoid plastic use and carbon emissions from shipping.



Room Sprays



**Room Spray Concentrates**  
Our concentrated room sprays are designed to pair with our reusable room spray bottle — just add water!



Hand Soaps  
& Dish Soaps



**Hand & Dish Soaps**  
Our hand and dish soap refills pair with Grove Co. soap dispensers or reusable pumps to help eliminate plastic waste.



Laundry  
Soaps &  
Detergents



**Laundry Care**  
Innovative laundry care in concentrated or waterless formats focus on reducing plastic waste and carbon during shipment.

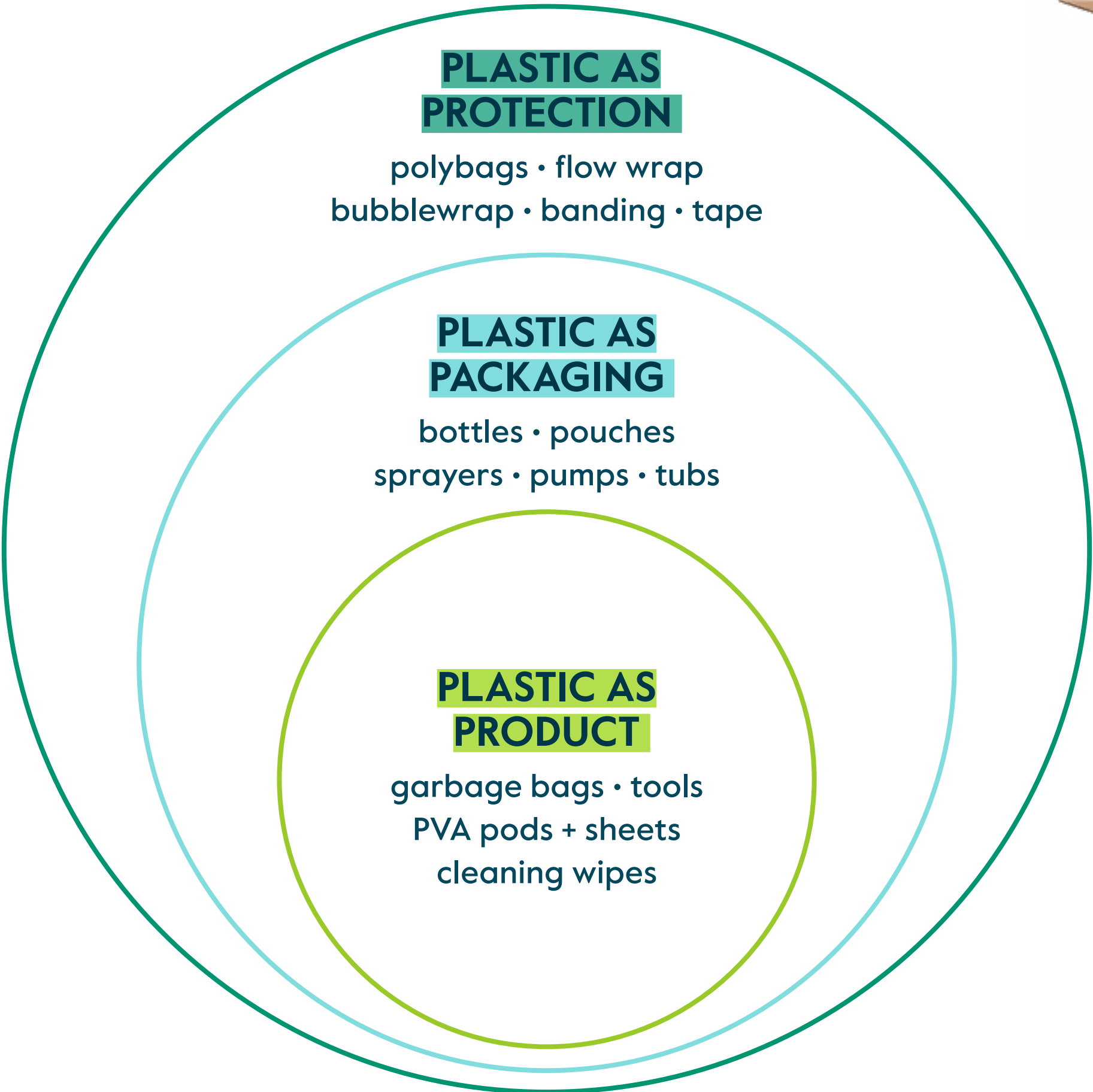


# Building the Future of Sustainable Product Innovation

Our Grove Co. brand is embracing a holistic approach to sustainability, prioritizing product and packaging innovation to achieve **a lower environmental impact.**

Here’s how Grove Co. is reducing plastic in our products and supply chain while ensuring a great consumer experience, affordability, and a balanced overall environmental footprint.

## moving beyond:



### WAREHOUSE EFFORTS

Our shipping packaging does not include any plastic. We only use paper stuffing and water activated paper tape instead of their single-use plastic alternatives.

### NO POLYBAGS

We’ve removed individual poly bags from textiles, including our dish towels, hair towels, and totes.



### PLANT-BASED PLASTIC ALTERNATIVES

We’re exploring lightweight, flexible packaging made from renewable and compostable materials, in an effort to reduce reliance on fossil fuels and use packaging that will not break down into microplastics.



### REFILL MODELS BEYOND PLASTIC

We’re continuing to celebrate aluminum for being infinitely recyclable and having higher recycling rates than plastic.



### REDUCED PLASTIC ENGINEERING

We’re lightweighting plastic components and incorporating post-consumer recycled (PCR) plastic as much as possible.