



Co-Founder and CEO of TerraCycle, Inc. – who is recognized for being an “eco-capitalist”. His TerraCycle Plant Food (made from worm poop) is available at numerous retail outlets including Wal-mart, Whole Foods, as well as being named the most eco-friendly product in Home Depot. From his inner city headquarters in Trenton, N.J., the company has now grown to three large facilities manufacturing here in North America more than 50 consumer products -- including garbage cans made from crushed computers, hand bags made from energy bar wrappers and juice pouches, and the most eco-friendly binders and pencils. Their business plan is simple; recycle stuff that people either don't value or, in many cases, give a negative value to, into usable products. The result is a brand that has been called the most eco-friendly in America -- all while holding true to three simple brand principles: Better, Greener, and most importantly, Cheaper.

" If you buy an organic banana, you're going to pay twice as much for it. We have an organic product that's both better and cheaper than the conventional product."

Revolution in a Bottle: From Worm Poop to a Garbage Empire That Is Redefining Green Business

While a freshman at Princeton, Tom Szaky co-founded a company that recycles garbage into worm poop, liquefies it, then packages it in used soda bottles, creating TerraCycle Plant Food. Less than five years later, this all-natural, highly effective fertilizer was available in every Home Depot, Target, Wal-Mart, and more than 3000 other locations. It's a thrilling entrepreneurial success story—and it's just the beginning of what makes Revolution in a Bottle fascinating.

