full circle®

2024 PRODUCT SHOWCASE



RETHINK PLASTIC

When it comes to rethinking plastic, we obsess over the tiny details most people don't even notice. Even if we can't design around plastic completely, we strive to reduce its use without sacrificing durability and function. We look hard at every possible change that can make a difference – from product design, to material selection, to environmental plastic collection. By taking a balanced approach to when and how we use plastic, we can reduce our reliance on plastic and make sustainable choices more accessible to everyone.



REDESIGN

We aim to reduce our plastic usage by rethinking how each product is designed. Our intentional design process results in unique and innovative solutions that rely less on plastic.

REUSE

When plastic is absolutely necessary, we do our best to use Global Recycled Standard Certified recycled plastics.







RECOVER

Full Circle is proud to be Plastic Net Zero. What this means is that for every ounce of plastic we use, an ounce of plastic is collected from the environment - and recycled into social plastics - through our partnership with Plastic Bank®









We have offset

455,041 lbs = **10,320,150 bottles**

FULL CIRCLE

By creating sustainable home care products that are beautifully designed, functionally innovative, and responsibly produced, Full Circle guides families through each step of their sustainability journey - inspiring and educating the next generation to live a more eco-friendly life and preserve the world we all share.

FAMILY ORIENTED

Families take many forms, but they all share one goal: a better future for their children.

We believe this starts at home. Through education and product innovation, we promote healthy, vibrant environments for all.



be good™Dish Brush

It's easy to be good with this little helper leading the charge. Made with a sustainable bamboo handle and recycled plastic head, it's one awesome way to be a little better to the planet.



the ring™ Veggie Brush

Get your organic produce squeaky clean with this little earth-friendly wonder that works on everything from the firmest peppers to the most delicate peaches.



EU

grunge buster™ Grout + Tile Brush

Tackle your tub with a brush that combines tough bristles for grout on the inside and softer bristles for tile on the outside. The curved handle lets you get down and dirty with less effort

SUSTAINABLY NATIVE

We believe everyday products (more than any others) should be sustainable, sustainably sourced and packaged, and should inspire more thoughtful everyday choices.



The two-in-one tool features a flexible pointed nib for removing hidden gunl and a scrub brush that keeps your kitchen and bathroom sparkling



Meet the game-changing, space-saving storag system for your sink and countertops. streamlined, low profile tray and caddy desig make this modular ceramic sink system you go-to for functional. flexible style



We obsessively believe that aesthetics and efficacy should never be sacrificed - our brands make products that are thoughtfully designed, sustainable, affordable and solve everyday problems.





bubble up[™] Dish Brush & Ceramic Dish

Small but mighty, this sink-side workhorse creates lush suds that make dish time easy (and maybe ev a little fun). The ceramic base springs into action, then stores neatly on your counter to keep the bamboo brush squeaky clean.



MATERIAL INNOVATION

WALNUT

Walnut shells work as a natural abrasive to scrub surfaces without scratching.

SHELLS

Every material in our products is carefully selected for its durability, giving you more time before each one ends its life cycle. We choose options that take less energy to produce and cut back on greenhouse gases and harmful chemicals.

CERTIFIED

The carbon footprint of using recycled plastics is lower

RECYCLED PLASTICS

than producing virgin plastics, and we are proud to announce that all of our recycled plastics are GRS (Global Recycled Standard) certified post-consumer recycled plastics.

in a nutshell™ Walnut Scrubber Sponge

No more two-faced double duty sponge that adds unnecessary waste. This plant-based and walnut-shell beauty takes on tough jobs without being hard on the planet.

neat nut™ Walnut Scour Pads

Ever notice that walnuts look like little brains? Pretty cool. What's more impressive is that their shells work as a natural abrasive to scrub surfaces without scratching. Now that's smart.





RECYCLED FISHING NETS

We forage and reclaim discarded fishing gear and turn it into sustainable materials, a process with a carbon footprint 75% lower than manufacturing with virgin plastic.



COCONUT

Ground coconut husks made directly from renewable plant materials make up our toughest scrubber yet.

CELLULOSE

100% plant-based so it breaks down naturally, cellulose is an eco-friendly alternative to polyurethane foam sponges that many households still use today.

PAPER

By combining kraft paper with a fortifying food safe resin we've developed a material that looks like wood and performs like plastic, and it's antibacterial.



beachy clean™

Heavy-Duty Coconut Scour Pads

Our heaviest duty scouring pad, made from recycled plastic and coconut husk. It gets dirty tackling the tough jobs but still comes out smelling like roses coconuts.





Can Opener

lids smoothly, it locks onto the lid for safe, easy removal. The integrated bottle opener lets you complete your meal with an ice-cold beer.

MADE FROM PAPER At least 75% less plastic

the baller™ Ice Cream Scoop smooth operator™ The thin spade-like edge carves through even the hardest of ice creams, without the hard work. This smooth edge can opener not only cuts through

EU

crushed it™

This garlic press features a removable handle that scrapes crushed garlic and removes leftovers. This simple yet sophisticated design is easy to clean

and easy to use-no more sticky garlic fingers!

Garlic Press



slice™

Pizza Wheel

This hover-style pizza cutter gives you more leverage, power and control, so you can cut your pizza once and for all. The sharp blade and the large wheel lets you

cut through even the thickest of crusts and all sorts of

simply the zest™ Zester

This zester is carefully designed for delicate citrus zest without the bitter pith, for show-stopping garnishes and incredible aroma and flavor.

SUPER SUDS

Who says washing dishes has to be your archnemesis? Small but mighty, these sink sidekicks create lush suds without breaking a sweat.

splash patrol™

Natural Latex Cleaning Gloves

Spiff your space without your hands getting dirty. Our sleek, slipresistant gloves combat muck while keeping you dry and out of harsh chemicals' reach. From kitchens and baths to mudrooms and more — this sturdy pair goes the distance in style.





bubble up™

Soap Dispenser & Sponge Holder

This next-to-sink soap pump and sponge holder provides a streamlined way to keep dishes clean and sponges feeling fresh. The deep vessel and spring-loaded platform replaces messy bottles and requires less soap to get the job done.







lucky scrubber™ Antimicrobial Copper Scrubers

Cleaning up is a breeze with this copper scrubbing wonder. The perfect balance between tough and soft, it quickly removes grime from stainkess steel cookware, stoves, grill tops, and other surfaces without leaving scratches.

GIVE IT A DRY

Quick drying time is a dish-doer's best friend. Start simple with our recycled and reversible Supermatural, pair it with a rack with The Shape-Shifter, or level up with Dish Jockey to handle sinkfuls and strangely-shaped dishes. You wash, we'll dry.

Dish mat also available separately



the shape-shifter™ 2-In-1 Dish Rack with Recycled Microfiber Mat

We've merged together the dish mat with the function of a dish rack to help you dry dishes without the dreaded balancing act. We took it one step further by infusing your new kitchen BFF with charcoal foam to prevent bacteria build up and nasty odor.



dish jockey™Dish Rack

Other dish racks leave you high and... well, not so dry. The Dish Jockey is spinning something new, with less bulk and better drying for dishes that you actually hand wash. Pots, pans, cutting boards, and other kitchen odds and ends will find a temporary home here. No haphazard stacking involved. Leave Jenga for game night.

RENEW™ COLLECTION

Microfiber isn't known to be the most eco-friendly product on the market, but thanks to technology, we've created a version that's as functional as it is sustainable. Using recycled PET (the material used to make most water bottles), the Renew™ Collection brings you the magic of microfiber without making a mess of planet earth. Enjoy easy, magical, chemical-free cleaning.



HOLD ON!

A place for everything and everything in its place. Keeping your tools organized will do wonders when cleaning time comes around.



Broom Service is served up on a recycled platter, right to your freshly swept doorstep. Looking for white glove service? The dual angled bristles reach farther to get the job done faster so you have more time to relax.





retractable hooks provide easy storage options. What are you waiting for? Let our mop and broom organizer sweep you (and your tools) off your feet.



tag team™ Easy-Empty Sweep Set

This compact sweep set has a loop which allows it to hang while also being completely self-standing. With one touch, the dustpan pivots to empty easily into the trash.

BATHROOM COLLECTION

Fashion meets function with elegant ceramic designs and grunge-busting cleaning power.

Recycled Aluminum

Full Circle has partnered with a supplier who upcycles aluminum scraps from manufacturing into new materials, working towards a closed-loop manufacturing process.

Dry Earth™

Made from natural stone, we put this super absorbent substance in the form of a disk at the base of our toilet brush, plunger and toothbrush holder.

full circle

keep it clean[™] Toothbrush Holder

While cuddling is awesome, cuddling toothbrushes is another story. This holder has a naturally absorbent disk at its base that eliminates stagnant water, mildew and bacteria. Keeping toothbrushes close - but not too close.

EU

royal plunge™

Ditch that plunger that was there when you moved in and give your bathroom a much needed upgrade. Added bonus: we put a Dry Earth™ disk at the bottom that prevents odor and mildew.



scrub queen™ Toilet Brush

Say hello to elegant toilet bowl brushes.
This sleek brush tucks neatly into its holder and rests on a Dry Earth™ disk that cuts down on odor and mildew.



This beauty proves you don't have to sacrifice aesthetics for functionality and sustainability. The updated bamboo grip and pump head shape make it easy to dispense soap wherever you need it, and the clear glass container makes checking for refills a cinch.

LAUNDRY COLLECTION

Our Loads of Fun laundry collection gives you the tools you need to take better care of your clothes, ensuring they last longer and wash more efficiently, allowing you to consume and purchase less. A win for your closet is a win for the planet.



loads of fun™

Anti-Static & Lint Removing Mitt

Want a hand with static or lint removal? You've got one with this mitt. With two sides of innovative fabric, it can tackle static and the pet hair, dust, or lint that's hitching a ride on your outfit-or making a new home on your upholstery.



fuzz off™ 2-in-1 Dual Lint Remover

Soft rubber bristles tackle pet hair and larger lint, while a micro-bristle fabric removes finer lint particles (handy arrows show you which direction to swipe so you won't wind up covered in yesterday's fuzzies!)



loads of fun™

Wash Bags

Commonly referred to as "Delicates Bags," these laundry bags aren't just for small and delicate items—but they are delicate on our planet. Research shows that wash bags can prevent wear and tear on clothing and reduce microfiber shedding.



loads of fun™ Steaming & Ironing Blanket

This blanket turns any surface into an ironing board without all of the hassle. It can also be hung to provide a surface for steaming. After your clothes are fresh and crisp, simply use ties to secure and fold away neatly.



loads of fun™

Hamper

A clean solution for dirty laundry, this hamper makes sorting, storing, and schlepping easier. Collapse it to save space or connect it to a second hamper for intuitive pre-sorting. Your laundry day self will thank you and your longer-lasting clothes will, too. Sustainability, sorted.









loads of fun™

Anti-Static Dryer Balls

Don't be sheepish about getting rid of static.

Our vegan anti-static dryer balls are a quiet

'post modern™Stainless Steel Compost Collector

The 'Post Modern is more than just a good-looking compost collector. While it adorns your countertop, its unique airflow pattern will prevent any funky smells from your food scraps. Odors don't stand a chance against easy-to-clean stainless steel and a strong-acting activated carbon filter. Do good. Without the bad smells.

COMPOSTING

Composting is an easy way to reduce greenhouse gases, while making gardens greener and cutting down on landfill waste. Even if you're yardfree, we have the perfect, stink-free solutions to get you started.



fresh air™

Odor-Free Kitchen Compost Collector

The new matte grey Fresh Air compost collector lets oxygen move through your organic kitchen waste, slowing down decomposition. The result? A stink-free solution even the neat freak in you can get behind.

scrap sack[™] Compostable Food

Waste Bags

Composting is a commitment. The solution: these 1.5 gallon single-use compostable bags. They're cute and leakproof (shout out to the vegetable-based liner!) Throw in your food scraps and toss the whole bag!





For Good by Full Circle is a family of sustainable, compostable household staples. Trash bags, zipper bags, wraps, papers and other everyday items that turn into earth instead of landfill-cluttering microplastics. And they look and perform just like the conventional alternatives.





Food Scrap Bags

Quantity - 25pk Capacity - 3 Gallons Dimensions - 16.9" x 17.7"

SKU FG21810 Inner/Master - 6/48



Small Trash Bags

Quantity - 25pk Capacity - 4 Gallons Dimensions - 17.7" x 21.7"

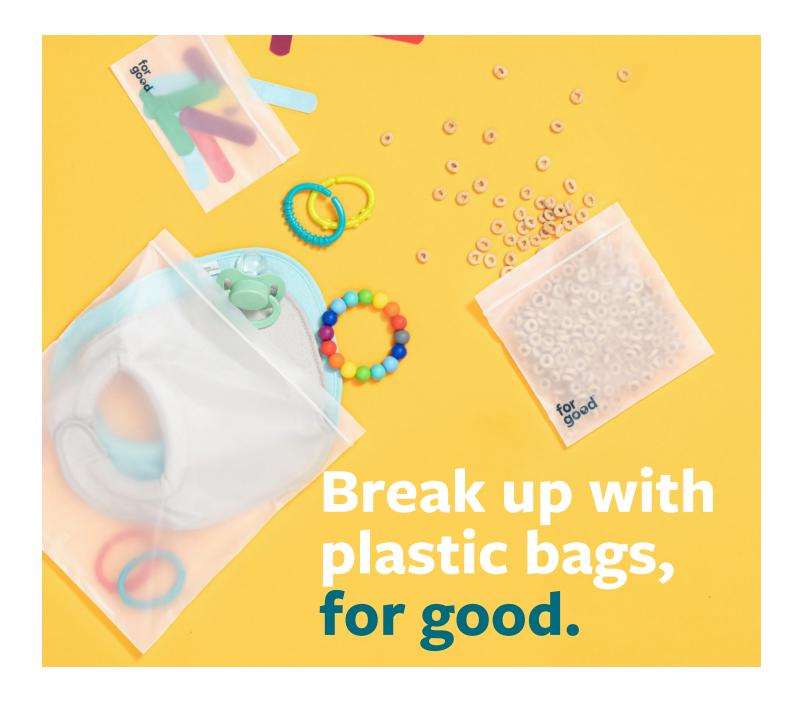
SKU FG21808 Inner/Master - 6/48



Tall Kitchen Drawstring Bags

Quantity - 15pk Gallons - 13 Gallons Dimensions - 23.7" x 29.3"

SKU FG21807 Inner/Master - 6/36





Zipper Snack Bags

Quantity - 25pk Dimensions - 6.5" x 4.2"

SKU FG21802 Inner/Master - 6/48



Zipper Sandwich Bags

Quantity - 25pk Dimensions - 6.5" x 6.5" SKU FG21803

Inner/Master - 6/48



Gallon Zipper Bags

Quantity - 15pk Dimensions - 10.5"x 11.6" SKU FG21804 Inner/Master - 6/48

2





Air Fryer Liners

Quantity - 50pk Dimensions - 6" x 1.7" (16cm x 4.5cm) SKU FG23812 Inner/Master - 6/24







Parchment Paper

Quantity - 70 sq ft Dimensions - 13" x 65' (33cm x 19.8m)

SKU FG21805 Inner/Master - 6/48

Parchment Sheets

Quantity - 24 Sheets Dimensions - 12.6" x 15.7' (32cm x 40cm)

SKU FG21806 Inner/Master - 6/48



Quantity - 100 sq ft (9.3m²) Dimensions - 11.8" x 101.7' (30cm x 31m)

SKU FG21801 Inner/Master - 6/48



SPONGES/SCOURS

CLEAN OCEAN



Inner/Master: 6/24

FC23188T



clean ocean clean ocean Dish Brush **Bottle Brush** Inner/Master: 6/24 Inner/Master: 6/24



clean ocean Scrub Brush Inner/Master: 6/24 FC23191T



clean ocean **Grout Brush** Inner/Master: 6/24

FC23192T



FC23189T

clean ocean Palm Brush Inner/Master: 6/24 FC23193T



FC23190T

clean ocean Dustpan Set Inner/Master: 6/24

FC23610T



clean ocean **Netted Scrubbers** Inner/Master: 12/48

FC23214T

neat nut Walnut Scour Pads (3pk)

Inner/Master: 6/24; 12/48 FC13213 CDU: FC13213D



plain jane

Plant Sponges (3pk) in CDU packaging Inner/Master: 6/24

FC19151D



refresh

Recycled Scrubber Sponge (3pk) Inner/Master: 6/24

FC15214



squeeze

Cellulose Sponge Cloths(3pk) Inner/Master: 12/48

FC09202



beachy clean

Heavy-Duty Coconut Scour Pads (3pk) Inner/Master: 6/24; 12/48

> FC19150 CDU: FC19150D



cleaña colada

Heavy Duty Coconut Scrubber Sponge (2pk) Inner/Master: 6/24; 12/24

> FC19149 CDU: FC19149D



in a nutshell

Walnut Scrubber Sponges Inner/Master: 6/24

2 pk: FC11208 2 pk CDU: FC11208D 3 pk: FC19208



lucky scrubber

Antimicrobial Copper Scrubbers (3pk) Inner/Master: 8/48

FC22187

HOUSEHOLD CLEANING



renew

All-Purpose Recycled Microfiber Cloths (set of 3) Inner/Master: 6/24

FC20202T

FC20202C



renew

Glass Cleaning Recycled Microfiber Cloths (set of 2) Inner/Master: 6/24

FC20203M



renew

Essential Recycled Microfiber Cloths (set of 5) Inner/Master: 6/24

FC20204M



bottle service Inner/Master: 4/16





crumb runner Refillable Glass Spray Bottle Counter Sweep + Squeegee Inner/Master: 6/24

O FC19147W



grunge buster Grout & Tile Brush Inner/Master: 6/24

FC11125G FCC11125GY



micro manager Detail Brush & Crevice Tool Inner/Master: 6/24

FC17132G

FC17132W



shave the day **Beard Trimming** Cleaning Set Inner/Master: 6/24

FC20101W



tough sheet Reusable Plant Towels Inner/Master: 9/18

FC19258G FC19258W



tough stuff All-Purpose Scrub Brush Inner/Master: 6/24

FC16127G FC16127W



wipe out Pivoting Squeegee Inner/Master: 6/24

C FC16117W

BATHROOM



foamance

16oz. Foam Soap Dispenser Master: 6

- FC21141GY
- FC21141W



soap opera 120z. Soap Dispenser Master: 6

- FC21142GY
- FC21142W



Inner/Master: 4/16 FC18405W



Organizer Tray Inner/Master: 4/16 FC18409W



pick me up

Bathroom Canister Inner/Master: 4/16

FC18407W



raise the bar Soap Dish Inner/Master: 4/16

FC18406W



royal plunge

Master: 4 FC18145W

Plunger



scrub queen Toilet Brush

Inner/Master: 4/8 FC18146W



scrub queen Toilet Brush - Refill

Mop & Broom Organizer Inner/Master: 6/24 - Small FC18146RW

Inner/Master: 4/16 FC21101GY

get a grip



get a grip

Mop & Broom Organizer - Large Inner/Master: 4/16

FC21102GY



Microfiber Mop Master: 4





BROOMS/MOPS/DUSTERS

clean sweep

Broom Master: 4

- FC14601
- FC14601W



dust whisperer Microfiber Duster Inner/Master: 6/24

Inner/Master: 6/12 FC14604 FC14604W

clean team

Brush & Dustpan Set





dust whisperer Microfiber Duster - Refill Inner/Master: 6/24

FC14603R



mighty mop

2-in-1 Wet/Dry

C FC14602W



mighty mop

Wet/Dry Microfiber - Refill Inner/Master: 6/24

FC14602R



clean again Super-Absorbing Cleaning Cloths (2pk)

Inner/Master: 6/24





good sheet Plant-Based Dishcloths (3pk) Inner/Master: 6/48

FC20201S



tidy Dish Cloths (3pk) Inner/Master: 12/48; 6/24

FC10206 FC10206A FC10206GY





Easy-Empty Sweep Set Master: 4

FC18609W



tiny team Mini Brush & Dustpan Set Inner/Master: 6/24

FC14608

FC14608W

DISH CLEANING



be good Dish Brush Inner/Master: 12/48; 6/24

FC10108

FC10108W



FC12115G

FC12115W





suds up Soap-Dispensing Dish Brush Soap-Dispensing Dish Sponge Master: 12

FC09104G

Master: 12 FC09103G



suds up Dish Brush/Sponge Refills (2pk) Inner/Master: 12/48

Brush - FC09103RG Sponge - FC09104RG



tenacious c Cast Iron Brush Inner/Master: 6/24

FC17130GY



bubble up Soap Dispenser & Dish Brush Set





bubble up sponge set Soap Dispenser & Sponge

Holder Inner/Master: 4/16





C FC16118W

clean reach

Bottle Brush



clean reach Bottle Brush - Refill Inner/Master: 6/24



FC16118RG FC16118RW



FOMO

Foam-Dispensing Dish Brush Inner/Master: 6/24

FC17137GY



FOMO Dish Brush Refills (2pk)

Inner/Master: 6/24 FC17137RGY



little sipper Drinkware Cleaning Set

Inner/Master: 6/24

FC17140G FC17140GY



magic wand Glass Cleaner



magic wand Glass Cleaner - Refill Inner/Master: 6/24

FC18144RW



power couple Pan Scraper Duo Inner/Master: 12/48

FC17138KW



splash patrol

Natural Latex **Cleaning Gloves** Inner/Master: 6/24

FC16128

FC16128-M FC16128GY-L

FC16128GY-M



Inner/Master: 6/24

FC18144W





roll model Paper Towel Holder Inner/Master: 4/8

FC18408W



sinksational

Stopper Inner/Master: 6/24

FC16402-GS

FC16402-GY



stash

Sink Strainer with Pop-Out Modular Ceramic Sink Caddy Inner/Master: 4/16

FC17404GY

FC17404W



branch out Upright Drying Rack Master: 4

FC19252



dish jockey Dish Rack Master: 4

FC21404W



shape shifter

2-in-1 Recycled Dish Mat + Rack Inner/Master: 4/16 FC20402GY



supermatural Recycled Microfiber Dish Mat Inner/Master: 6/24 FC20403GY

GADGETS



Zester
Inner/Master: 6/24

FC22703



grate expectations
Coarse Grater
Inner/Master: 6/24
FC22704



smooth operator
Can Opener
Inner/Master: 6/24
FC22705



slicePizza Wheel
Inner/Master: 6/24
FC22706



peel outPeeler
Inner/Master: 6/24
FC22707



the baller
Ice Cream Scoop
Inner/Master: 6/24
FC22708



crushed it
Garlic Press
Inner/Master: 6/24
FC22709



the funguy Mushroom Cleaner Inner/Master: 6/24 FC18143W



peel good Straight Peeler Inner/Master: 6/24 FC21701GY





peel good Y Peeler Inner/Master: 6/24 FC21702GY



peel good
Peeler Assortment- Julienne,
Serrated, Straight blades
Inner/Master: 6/24
FC21703GY



tater mate
Eye-Removing Potato
Scrubber
Inner/Master: 6/24
FC11124W



the ring Veggie Brush Inner/Master: 12/48 FC09106



fresh air Odor-Free Kitchen Compost

Collector Master: 4

FC11301-GY
FC11301-KW



fresh airCompostable Waste Bags
Inner/Master: 6/24

FC15303D

COMPOSTING



'post modern Stainless Steel Compost Collectot Master: 4

FC22359W



'post modern Activated Carbon Filter Refills (3pk) Inner/Master: 6/48

FC22359RW



scrap happy
Scrap Collector + Freezer
Compost Bin
Inner/Maste: 6/24
FC11302-S

FC11302-S FC11302-G



scrap sack
Compostable Waste Bags
(10pk) in CDU Packaging
Inner/Master: 6/24
FC18346D



kind Plant-Dyed Dish Cloths (3pk) Inner/Master: 12/48

FC18217P FC18217X



kind Plant-Dyed Oven Mitt Inner/Master: 6/24

FC19253P





kindPlant-Dyed Apron
Inner/Master: 6/24

FC19254Y FC19254P FC19254B



kindPlant-Dyed Trivet
Inner/Maste: 6/24

FC19255Y
FC19255P
FC19255B



kind Plant-Dyed Pot Holder Inner/Master: 6/24

FC19256P



kindPlant-Dyed Dish Towel
Inner/Master: 6/24

FC19257B

STORAGE



goodie-bags 5-Piece Produce Bag Set Inner/Master: 6/48 FC20301X



tote-ally 4-Piece Market Set Inner/Master: 6/24





ziptuck 3-Piece Reusable Produce Storage Inner/Master: 6/24 FC21304C



ziptuck Reusable Produce Keeper Bag - Fruit Keeper Inner/Master: 6/24

FC21301C



ziptuck Reusable Produce Keeper Bag - Large Veggie Keeper Inner/Master: 6/24 FC21302C



ziptuck Reusable Produce Keeper Bag - Stalk Keeper Inner/Master: 6/24 FC21303C



ziptuck Reusable Storage Bag - Single Inner/Master: 6/24

FC16344C



ziptuck Reusable Storage Bags Sandwich Inner/Master: 6/24

FC16342CT FC16342L

FC16342TT



ziptuck Reusable Storage Bags Snack (2pk) Inner/Master: 6/24

FC16343T



2-in-1 Dual Lint Remover Inner/Master: 4/16

FC18147W



loads of fun Anti-Static Dryer Balls (3pk) Anti-Static & Lint Removing Mitt 4-Piece Recycled Wash Bags Inner/Master: 6/24

FC21501GY



loads of fun

Inner/Master: 6/24

FC21502GY



loads of fun

Inner/Master: 6/24

FC21503GY



loads of fun Iron & Steam Blanket Inner/Master: 6/24

FC21504GY



loads of fun Laundry Hamper Inner/Master: 4/16

FC21505GY FC21505N













Soma, our sister brand, creates hydration, filtration, coffee and tea products that are not only beautiful and effective, but also sustainably designed.

Soma helps bringing water to those in need through our partners at charity:water.





34

