

# PPAI Product Responsibility Summit™

Understand  
Sustainability

# Waste Management: The Hierarchy And The Five R's

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# Waste Management: The Hierarchy and The Five R's

Presented by: Ron Hawk | Looptworks

# Brief Bio

- 30+ year promo industry distributor concentrated with sports industry, licensing, financial and high-tech clients.
- 20+ years sourcing sustainable green apparel and hard goods.
- Expertise in RSL (Restricted Substance List) testing and circular solutions for textiles, leathers, footwear, accessories, and promo hard goods.
- 6 years at Looptworks directing our large partnerships to brands such as NIKE, Peloton, Adidas, Away Luggage and United Airlines.
- Looptworks is a certified B-Corp and Best in the World award winner for Community involvement. We adhere to strict social and environmental standards.
- Textiles – the #1 landfill volume polluter in the world. The average consumer throws away 82 lbs. of clothes each year. Big retail brands typically overproduce between 15-30% each year...

# The Five R's

- **Refuse –**

- Be socially aware of your product purchases.
- Look where the materials are made. Buy USA made, if possible, to lower the transportation carbon footprint.
- Think of the EOL (End of Life) cycle for the products you buy and sell. Brands are starting to think EOL first in their designs and materials.
- Be aware of packaging and is it recyclable.
- Use water-based inks.



# The Five R's

- **Reduce –**

- Circularity IS the future. Use only what exists. No virgin material inputs.
- Helping brands avoid landfill. Top mission for Looptworks to help the world reduce textile waste.
- At the top of the pyramid is circular yarn production.
- Next is downcycling into non-woven materials or commercial insulation.
- Upcycling into new higher-value products.



# The Five R's

- **Reuse –**

- Upcycle examples – input items can be uniforms, apparel, leathers, banners from multiple brand channels.
- Downcycle examples – post-consumer | customer apparel, uniforms, leather and promo hard goods. Airlines, sports brands, outdoor industry, retail, food industry, hotels and more...
- Circular yarn – 100% cotton and 100% polyester input apparel are the best feedstock to produce high-quality output new yarn.
- Looptworks provides these three repurposing services for ASI promo distributors and suppliers.





# The Five R's

- **Repurpose** –

- Turning input materials from brands into upcycled products.
- This could be giant retail store banners turned into nice shopping totes for stores. Airline seats turned into a travel bag accessory collection then sold via the promo distributor brand webstore. Excess rolled goods fabric turned into a bicycle accessory collection. Kite sails turned into high-end duffel bags.
- Footwear excess turned into grind pellets to make sport courts, park benches, asphalt filler for roads, equestrian footing and more...





# The Five R's

- **Recycle –**

- Pre- and post-consumer textiles become new circular yarn!
- Looptworks new Portland, OR based vertical facility will be providing this exciting service starting Q1 2024.
- Multi-fiber textile input materials downcycled into non-woven material to produce other new products like purses, travel bags, belts, totes and many accessory bags. Other applications include acoustic tiles for sound proofing, ceiling tiles, automotive insulation, pet beds, boxing bag filler and PPE | face masks. This new fiber will be sold back to many industries.
- E-waste (heart monitors, e.g.) turned into clean energy and all components, including lithium batteries, recycled.
- Promo ASI hard goods... stainless steel bottles, mugs, pens, etc. turned into clean carbon capture kilowatt energy to power cities and municipalities.



# In closing...

- More legislation is coming soon requiring brands to repurpose materials in their supply chain. The EU is leading this wave. It's starting here too in a few states like CA. This is good news for all of us and our climate.
- More and more brands want to avoid landfill and are finding ways to pay for this very necessary step to help our environment and climate. Looptworks has a 501c-3 that can be utilized on pre-consumer excess to receive notable tax benefits... offsetting our processing costs.
- ESG metrics end of project to provide carbon and water savings + landfill avoidance.
- Looptworks is a key solution provider in this space. Reach out to me if you have question or interest to engage.

Q & A...

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