

# BETTER BINS



*The next step for  
complete circularity  
in Run Specialty.*



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# WHAT ARE BETTER BINS?

A RECYCLING CENTER FOR EVERYTHING RUN SPECIALTY

Better Bins are a recycling center that equip retailers with the opportunity to provide their consumers a place to recycle shoes, clothing, socks, and nutrition.

In partnership with Sneaker Impact, Recover, GU/ TerraCycle, and with the involvement of retailers nationwide, Better Bins are the next step toward complete circularity within the Run Specialty market.

## BETTER BINS DIMENSIONS

- 48in wide, 15 in deep, 36 inches tall
- Shoes: 15 x 15x 36
- Apparel: 12x 15 x 36
- Socks: 12 x15 x36
- Nutrition: 9x 15 x 36



# THE WHY

DID YOU KNOW 22 BILLION SHOES END UP IN LANDFILLS EVERY YEAR...

Americans alone throw away more than 68 lbs of clothing and textiles per person per year. Running shoes, clothing and accessories are extremely energy intensive to make and take hundreds of years to break down. The whole process, from manufacturing to decomposition, causes an overwhelming amount of pollution that further puts our planet at risk.

Diverting these products from landfills and recycling these materials is our responsibility.



# THE IMPACT

THE NEXT STEP IN OUR INDUSTRY'S FIGHT AGAINST CLIMATE CHANGE

Through the Better Bins program, we hope to divert the tremendous amount of running shoes, apparel and nutrition that end up in landfills each year. This program supports the run specialty market to engage in better business practices and encourages consumers to consider solutions to the issues that affect every decision we make. We hope to get consumers more in tune with the whole shopping experience starting when they walk in the door to the end of life of their products.”



# HOW THEY WORK

RESPONSIBLE SOLUTIONS FOR YOUR OLD KIT

Retailers who join this program will be given a FREE Better Bins recycling center for customers to bring their products in to recycle at any time. These products are then packaged and sent to our recycling partners with premade shipping labels to make diverting easy.

More participation leads to more growth and accessibility to retailers across the country.

Through the recycling logistics of Sneaker Impact, Recover, and GU/TerraCycle, participation in this program is not only free but also helps fund the Low Impact Alliance. This funding contributes significantly to our ongoing effort to bring Better Bins into every Run Specialty retailer in the country and prepares the marketplace for a circular economy.

*Fostering change through partnerships*







[LEARN MORE](#)

## SNEAKER IMPACT

BETTER BINS' FOOTWEAR PARTNER

Better Bins' footwear recycling partner, Sneaker Impact, strides toward their mission of reducing product waste, creating economic opportunities, promoting global health, and a more circular and local economy by upcycling and recycling used shoes. Upcycling means creating a second or third life for a product versus throwing it into a landfill as trash. According to the Environmental Protection Agency, only 13% of shoes get recycled every year in the United States with over 400 million pairs thrown away every year. At Sneaker Impact, no shoe is left behind or ever sent to a landfill. Used footwear is either sent to developing countries where estimates show 24% of children do not have proper footwear, distributed to waste innovation centers to create electricity for local power grids, or entered in to their new end-of-life grinding program that uses A.I. software and optic sensors to help separate materials with their new AutoSort machine. Their goal is to achieve 95+% purity of separated materials and work with mindful footwear companies to create new shoes from ones that are no longer wearable. At the end of the day, their goal is to help both people and the planet, and to make a positive impact locally and globally.



BETTER BINS' CLOTHING AND SOCKS PARTNER

Better Bins' clothing & socks recycling partner, Recover, proudly sells 100% recycled t-shirts and apparel made from discarded water bottles and cotton.

“Our 360° Closed Loop program ensures, every product we make, we take back, we recycle, we transform, we keep out of landfills, we help earth Recover. We offer individuals and large-scale partners a way to keep old or unused t-shirts and other apparel out of the landfill – taking them back and giving them infinite life through our fully circular 360° Closed Loop program. By recycling old garments into new gear we keep apparel waste out of the landfill, reduce carbon emissions, and save water and energy.”

[LEARN MORE](#)



BETTER BINS' NUTRITION PARTNER



Better Bins' nutrition recycling partners, GU & TerraCycle, launched the GU Performance Nutrition Recycling Program back in 2015 to provide a free way for athletes to recycle single-serve sports nutrition packaging, regardless of brand! Nutrition packages are not recyclable through traditional recycling services but they can be recycled with TerraCycle, the world's leader in the collection and repurposing of complex waste streams. Once collected, the packaging is cleaned, separated by material type, melted, and remolded to make new products such as shipping pallets, bike racks, park benches, and recycling bins. "Over the past eight years, the Performance Nutrition Recycling Program has offered health-conscious, eco-minded individuals a way to responsibly enjoy the endurance products they need without sacrificing convenience or sustainability." Combined, the amount of waste collected to-date equates to nearly 14,000 pounds, keeping 3 million used performance nutrition packets out of landfills and incinerators.

[Click here to take a virtual tour of their processing facilities.](#)

LEARN MORE

*Change requires community.*



# GET INVOLVED

## JOIN OUR EFFORTS

The Better Bins program provides a turn key option for retailers to offer product diversion. Additionally, they inspire customers to align with your store's values and more frequently return to shop with you. Better Bins invite customers in even if they did not originally buy the products at your store which increases visibility and foot traffic. With free marketing materials & education provided by the Low Impact Alliance, and increased product traceability, this program is structured to benefit both the environment and your business.



**SIGN UP FOR  
THE BETTER BINS  
PROGRAM**



**RECEIVE YOUR  
BETTER BINS**



**VISIBLY DISPLAY  
BETTER BINS IN  
YOUR STORE**



**EDUCATE STAFF &  
ENCOURAGE CUSTOMERS  
TO UTILIZE BETTER BINS**



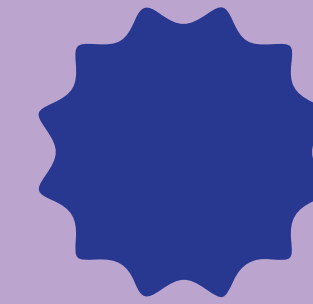
**RECEIVE A LABEL &  
SHIP IT BACK**

# EXPECTATIONS

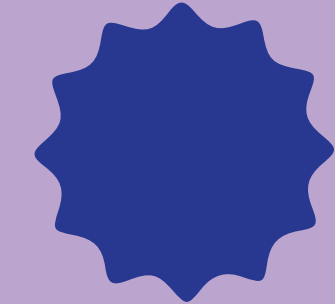
## KEEP IT RUNNING

The LIA will provide Better Bins, diversion channels and ready-made marketing resources.

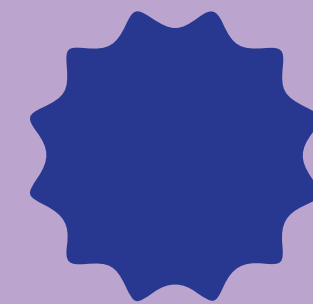
In return & to ensure success of this program, we ask that retail partners meet the following needs:



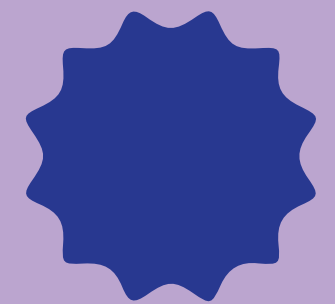
**POST ON SOCIAL CHANNELS A MINIMUM OF 1X A MONTH**



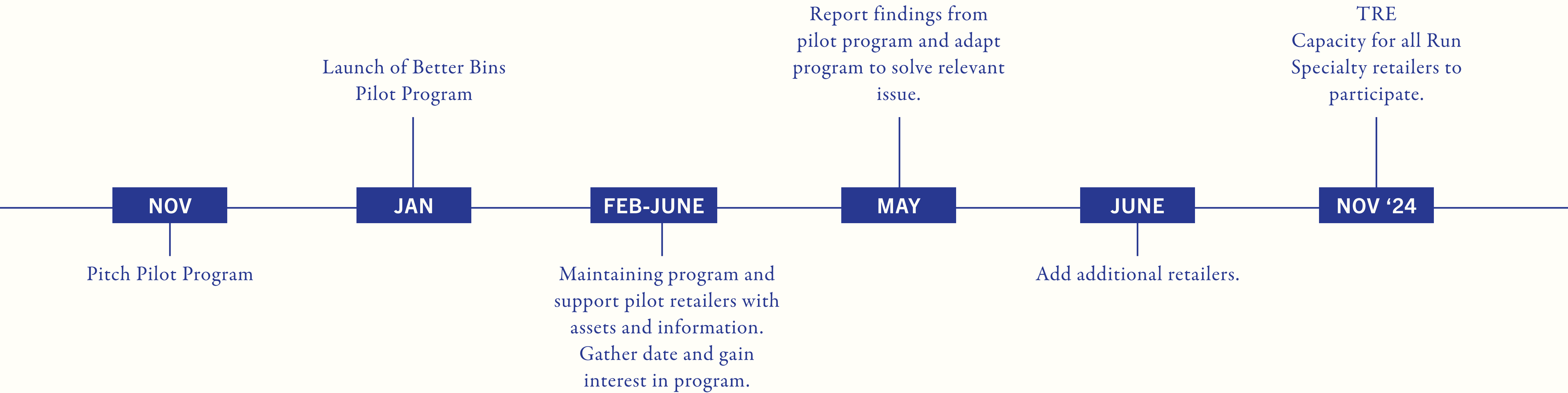
**INCLUDE A MINIMUM OF 1 MONTHLY REMINDER FOR BETTER BINS IN EMAIL NEWSLETTERS**



**EDUCATE STAFF WITH INFORMATION THAT WILL AMPLIFY THE BETTER BINS PROGRAM**



**ENCOURAGE STAFF TO SPEAK ON BEHALF OF BETTER BINS WITH EVERY CUSTOMER**







*Through the Better Bins program, we hope to divert more products from landfills and to set the groundwork that allows for more comprehensive efforts towards circularity. Join us as we take the next step to reduce the environmental impacts created by the running world.*

**JOIN THE BETTER BINS PROGRAM**