

THE FACTS ABOUT TEXTILE WASTE

THE PROBLEM IS BIGGER THAN IT MIGHT SEEM



Clothing, appliances, durables and furniture account for approximately 15% of the residential waste stream



85% of textiles are NOT recycled or donated



EPA estimates 70 lbs/person of clothing are thrown away each year.

The U.S. generates an average of
25 BILLION POUNDS
of textiles* per year.¹

* Textiles includes clothing, footwear, accessories,
towels, bedding, drapery, etc.

That's about
82 POUNDS
per U.S. resident.

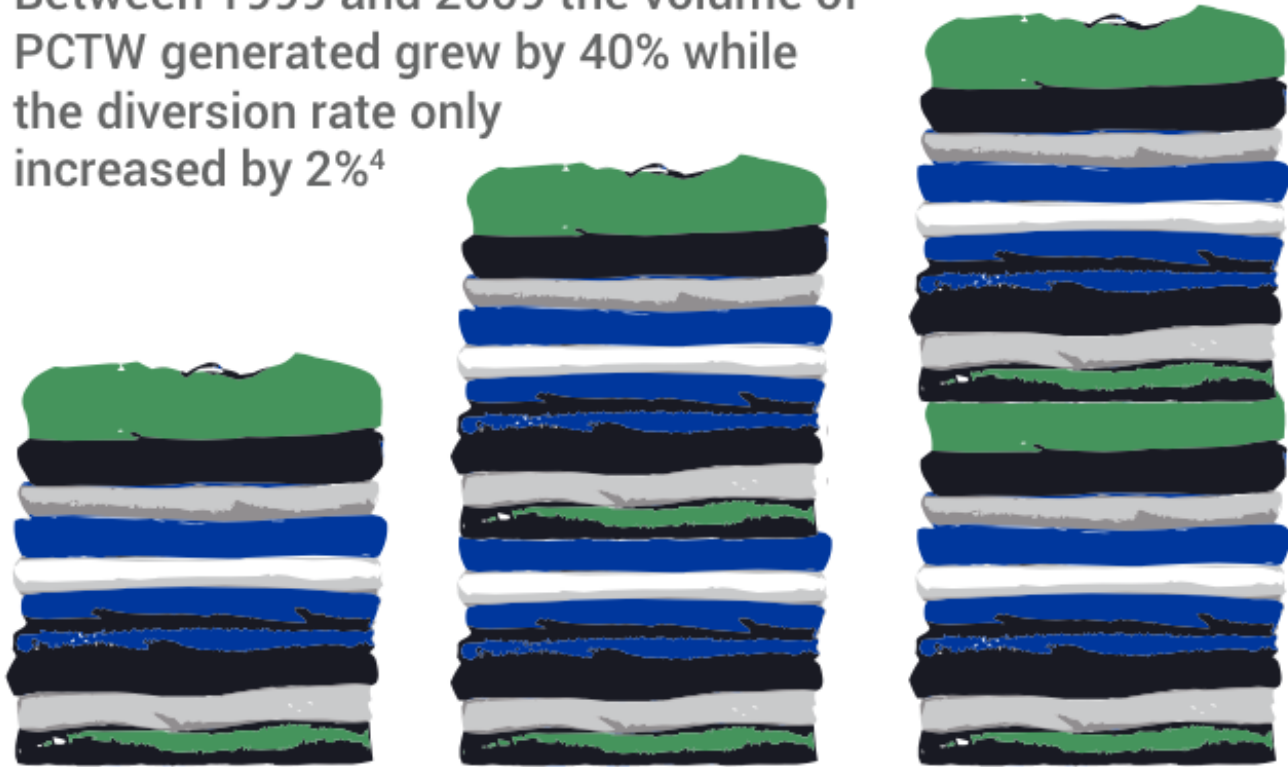
Of That 82 pounds...

15%
gets donated
or recycled
3.8 billion lbs recovered
through donation/recycling;
(12 lbs. per person.)

85%
goes to our landfills.²
(70 lbs. per person)

AND THIS AMOUNT IS GROWING

Between 1999 and 2009 the volume of PCTW generated grew by 40% while the diversion rate only increased by 2%⁴



FREE CURBSIDE CLOTHING & HOME GOODS RECYCLING PROGRAM

FREE

TURN
KEY

SIMPLE
& EASY

SAVE \$
MAKE \$

Mission: Apply Proven Curbside Collection Model to dramatically reduce residential waste

Requirements:

- Offer the maximum convenience to residents
- Keep it Simple to understand and utilize
- Free of cost for city and residents
- Raise money for the city



COST TO YOUR RESIDENTS = \$0
COST TO YOUR CITY = \$0



Details & Logistics

Simple Recycling provides:

- Free residential curbside pickup service
- Specially designed recycling collection bags
- All informational materials
- All trucking, pickup expenses & program management
- Local jobs
- All related insurance coverage
- Work with local non-profits and charity groups to increase total recycling versus compete against them

Your city provides:

- Supplemental notification & information to residents



WHAT HAPPENS TO YOUR RECYCLED USED CLOTHING?

Once a resident determines that their clothing, shoes, handbags, or household textiles have reached the end of their useful life, materials are collected by Simple Recycling and collected clothing is sorted and graded for condition.



45%

Reused and Repurposed
Majority exported as secondhand clothing.



10-20%

Top quality materials are sold to local thrift stores where they create access to low cost clothing and jobs for local residents.



30%

Recycled and Converted
Reclaimed wiping rags are used in various ways as industrial and residential absorbents.



80%

The vast majority of clothing collected is not resaleable in the U.S. so it is further sorted for international export or broken down for raw materials.



20%

Recycled into Fiber
Post-consumer fiber is used to make home insulation, carpet padding, and raw material for the automotive industry.



Only **5%** ends up as waste.

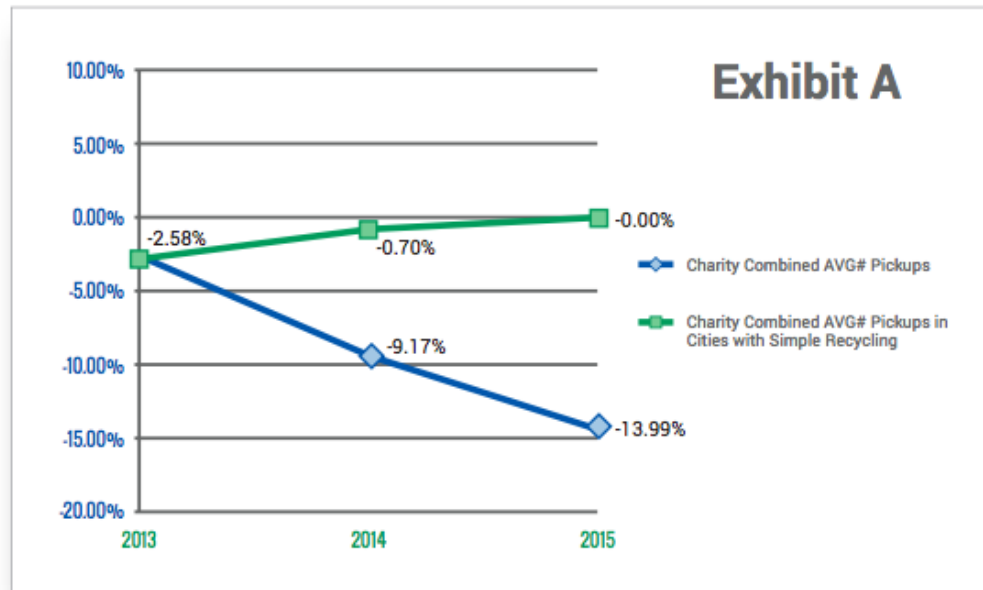
Thrift industry employs nearly 100,000 workers in the U.S. with over \$1 billion wages paid. In addition, private sector recyclers create an additional 15,000 to 20,000 jobs nationally.¹

Impact of Simple Recycling on Charity Clothing Donation Programs



CASE STUDY

PRESENTATION OF DATA:



1. Cumulative charity donation pickup counts from 2013 through 2015 for three leading regional/local charities across three states. These 3 areas account for trends in areas where Simple Recycling is not offered.

2. Cumulative charity donation pickup counts from 2013 through 2015 for municipalities with Simple Recycling having launched and operated for more than 24 months.



Cities That Implemented Simple Recycling

- Lansing, Mi
- East Lansing, Mi
- Bay Village, Oh
 - Bedford, Tx
- Haltom City, Tx
 - Little Elm, Tx
 - Kennedale, Tx
- Richfield Village & Township, Oh
 - + Many More

Municipal Collection & Revenue Estimates

**Estimated Annual Collection Volume
1 – 1.5lbs per HH/ month**

**Cost to City: \$0.00
Cost to Residents : \$0.00**

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The logo for Simpler Recycling features the word "simpler" in a dark blue font and "recycling" in a green font. A green curved line arches over the "r" in "simpler".