

THE NEXT LIFE OF YOUR GEAR & APPAREL



EUROPEAN
OUTDOOR
GROUP



**GIVE IT ANOTHER OPPORTUNITY
AFTER YOU HAVE FINISHED USING IT!
WEAR, DONATE, RECYCLE...**

**ASK INSTORE OR CHECK DETAILS AT
WWW.EUROPEANOUTDOORGROUP.COM/2NDLIFE**

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We update our gear and apparel for many reasons - like better performing technology (most of us started enjoying the outdoors in jeans & t-shirts). **What do you do with your old clothing and gear?**

Many of us have a habit of stockpiling old gear or throwing it in the trash after which it ends up in a landfill. Some people, however, make sure it has a second life:

- You could get it **repaired** or **refurbished** and have further use for it as a spare kit in your backpack
- You could **relegate it** as suitable wear for other activities (like for gardening)
- You can **give it away** to others, **swap it** or **donate it** to charity.

If you just throw garments into the garbage you are wasting resources and adding to landfill.

21.5bn

We dump 21.5 billion pounds of textiles into landfill in the U.S. each year (and are running out of space).

 There are many ways to give your clothing a second life after you have finished with them.

But first you must periodically go through your clothing and gear closets and take stock of what you are really using

- **ALL** clothing and gear, regardless of condition, can be donated to a charity shop or textile recycler. In the US 45% of the donations are good enough to be immediately re-sold. Some charities will also ship to nations in need (for instance after a natural disaster), or give to the needy right on your doorstep (like the homeless).
- Gear that is too worn out for sale is salvaged by the charity and sold to private enterprise recyclers. Recycling wool, cotton and other fibres saves raw materials, energy and water resources. Using recycled cotton saves 75% of the energy usage and 80% of the water usage, compared to using new fiber.
- Even clothes that are not suitable for the above are recycled for other uses. They can be stripped down and used for things like insulation for the manufacturing industry, or rags for cleaning.

The U.S. EPA estimates that in the US we dump 21.5 billion pounds of post-consumer textile waste (PCTW) into our landfills every year.

45%

In the US 45% of the donations are good enough to be immediately re-sold.

So what will you do the next time?

- Ask your local outdoor shop staff for advice
- Visit the brand's web site for specific advice on what to do
- Sell through a commercial selling platform or a local consignment shop
- Donate to your favourite charity shop or clothing recycling bin, especially after disaster appeals
- Use the recycling services your local community provides

Look up information on websites like www.wearonaterecycle.org

**Finished with it?
Think before you just throw it away!**

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