



The Association of Wiping Materials, Used Clothing and Fiber Industries

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FOR IMMEDIATE RELEASE

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SMART APPLAUDS RECENTLY ANNOUNCED WORLDWIDE CLOTHING RECYCLING PROGRAM

Clothing Retailer to Implement Global Clothing Recycling Program in February 2013

Bel Air, Maryland (December 10, 2012) – The Secondary Materials and Recycled Textiles Association (SMART) applauds the recent announcement by the fashion company H&M that it will begin accepting clothing for its global recycling program. Beginning in February 2013, the program will operate in select stores in the retailer’s 48 worldwide markets.

“We’re reaching a ‘critical mass’ of clothing retailers who are implementing clothing recycling programs,” says Lou Buty, President of SMART. “As the Association of clothing and textile recyclers, we are the engine that drives the economics of the clothing and textile recycling industry. We encourage everyone to ‘Donate, Recycle, Don’t Throw Away.’ Our goal is to keep as much clothing and textiles as possible out of our landfills so we can reduce the world’s carbon footprint.”

Other clothing recycling programs within the retail fashion industry include Levi’s partnership with Goodwill’s “Donate Movement,” the GAP’s “Recycle Your Blues” program to recycle unwanted denim products, Nike’s “Reuse Your Shoes,” and Patagonia’s “Common Thread,” among others.

“Whether clothing and textiles are recycled in the programs operated by the fashion retailers, are donated to local charities, or are recycled in a municipal program, ultimately they are processed by our member companies to be re-used, recycled as wiping cloths, or remanufactured into their basic fiber components,” says Jackie King, Executive Director of SMART. “Recycled clothing is an important industry, our member companies work in conjunction with charities and municipalities to process billions of pounds of materials annually. Even then, billions more pounds of clothing are being thrown away when they could have been reused or recycled.”

The Environmental Protection Agency estimates 21 billion pounds of clothing and textiles are discarded annually in the United States alone.* In its 2012 annual report, the Waste and Resources Action Program (*WRAP’- United Kingdom) found that 75% of the people surveyed discarded clothing items because they did not know the item could be used for another purpose.

* Source: EPA Municipal Waste Study 2010

“95% of clothing and household textiles can be recycled. Even items that are ripped or torn, are stained, or are considered otherwise unwearable can be recycled, as long as the items have been laundered and are dry. The material can be recycled by a SMART member, for example, the denim collected in the GAP’s “Recycle Your Blues” program is remanufactured into household insulation by a SMART member company,” says Buty.

For more information about the clothing and textile recycling industry, visit the SMART Association website at www.SMARTasn.org. The website includes a tool the public can use to find the nearest clothing and textile recycling location. For additional information, contact Paul Bailey at the Fallston Group at 410-420-2001 or by email at paul.bailey@fallstongroup.com.

About

Secondary Materials and Recycled Textiles (SMART) is an international nonprofit trade association that strengthens the economic opportunities of its diverse membership by promoting the interdependence of our industry segments and providing a common forum for networking, education and trade. Since 1932, SMART has been at the forefront of recycling. SMART members use and convert recycled and secondary materials from used clothing, commercial laundries and non-woven, off spec material, new mill ends and paper from around the world. SMART member companies create thousands of jobs worldwide. SMART members prove each day that you can make money by being socially responsible. For additional information on SMART, visit the association’s website at www.SMARTasn.org. The following link will take you directly to informational videos on textile recycling <http://www.smartasn.org/about/videos.cfm>. To download the iRecycle app visit www.Earth911.com. The app allows users to find clothing and textile recycling drop-off locations in their area.