

re-UP

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re-UP[®]

| A solution to textile wastage by Allround Recycling
| *Closing the loop in the textiles industry*

THE TEXTILE INDUSTRY

Textiles play a fundamental role in all societies across the globe and are a major contributor to the global economy, providing employment opportunities for billions of individuals. Fashion is a major component of the textile industry and provides individuals with a channel for personal expression, comfort, and support.

The textile industry is beginning to take a reimagined approach to business-as-usual, ultimately re-inventing the industry to move away from its current linear approach, to a circular economy that provides benefits for businesses, society, and the environment. By valuing restoration and regeneration, our textile industry is becoming an economy that focuses on value circulation and by doing so we are unlocking economic opportunity through embracing the utilisation of clothing and textiles.

The future of fashion & the textile industry is circular

Research shows that consumers' attitudes and behaviours are shifting, with consumers starting to make considered purchases by seeking, and purchasing products that are sustainably and ethically produced.

Research conducted by Couriers Please, one of Australia's leading parcel delivery services, found that 87% of shoppers are more likely to purchase products that are ethically and sustainably produced, suggesting a substantial shift towards conscious consumerism. The research also found that 2 in 5 consumers would be willing to pay a premium for ethical and sustainable products.

re-UP recognises the role we play within the textiles industry and are committed to operating in a socially, environmentally, and ethically responsible manner. In an effort to identify opportunities to further our dedication to sustainability, we have created a range of upcycled and recycled, reusable bags made from discarded, unwanted textile materials. The re-UP brand is one of the solutions to textile wastage forming part of the movement from linear to circular in the textiles industry. The re-UP solution will allow us, and our customers to contribute to the improvement and protection of the environment, and work towards closing the loop in the textiles industry.

introducing re-UP |

Taking textile materials destined for landfill, we have created re-UP – a range of upcycled and recycled, reusable bags made from 100% discarded, unwanted textile materials. The re-UP brand is a solution to textile wastage which will allow us and our customers to contribute to the improvement and protection of the environment, and work towards closing the loop in the textiles industry.

We give unwanted, discarded textiles another life and make them fit for a new purpose.



Pictured (left to right): Upcycled denim hand bag, Upcycled fabric tote, Recycled textile-to-fabric bag.

CREATING A CIRCULAR ECONOMY

Textile design and use is being reevaluated and there is a shift away from the current linear model of take, make, use, dispose, to a circular model where the value of these textiles is kept within our economy indefinitely. By adopting a circular model, we will ultimately reduce wastage, extend product life, and encourage repair and resource recovery to meet the growing demands of the consumer.

re-UP has incorporated the guiding principles of circular economies in our business model and aims to contribute to the global movement from linear to circular economies.

DESIGN

Waste materials diverted from landfill.

MANUFACTURE

Textiles are repurposed into upcycled and recycled bags.

DISTRIBUTE

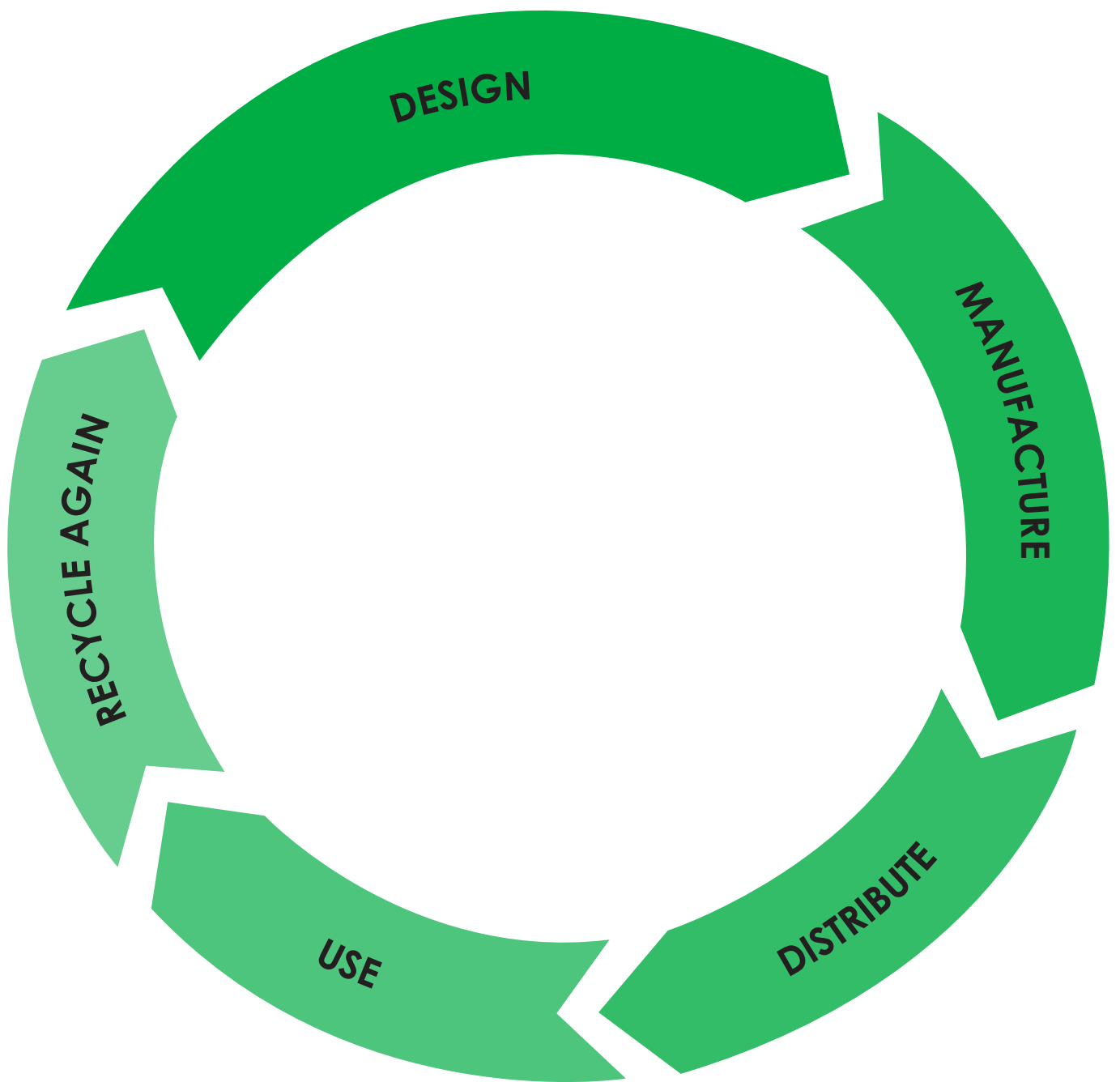
Targeted distribution to end-user on a commercial scale. Educates & encourages conscious consumerism.

USE

Conscious use until end-of-life encourages share and repair consumption.

RECYCLE AGAIN

Consumers can donate or recycle through established collection hubs throughout the community, to continue the cycle of textile recovery & reuse.



EXPAND YOUR CUSTOMER BASE



Pictured (left to right): Upcycled denim tote bag, Upcycled denim handbag, Upcycled fabric tote, Upcycled cross-body shoulder pouch, Recycled Daily Bag.

ARE YOU CAPTURING THE ENTIRE SCOPE OF YOUR POTENTIAL MARKET?

Our range of upcycled and recycled options allows you to capture a broader market demographic that are looking for a fashionable, sustainable solution.

Show your commitment to sustainability and important social causes, whilst capturing the attention and loyalty of a broader customer base by offering a co-branded recycled re-UP bag, alongside our upcycled re-UP bags.

CREATING A SUSTAINABLE FUTURE

SINCE 2009

Established in 2009, Allround Recycling has grown to become a leading textile recycler that assists in making Australia more sustainable by ensuring your old belongings don't end up as landfill through the purchasing of second-hand surplus clothing from Australian Charities and other recycling organisations.

Allround Recycling exports purchased second-hand clothing which is sold to our supply partners who then sort and send these discarded textiles to developing countries where there is demand for quality, affordable second-hand clothing. This supply provides communities with an affordable clothing solution that they otherwise might not have, and creates employment in these developing countries, as well as here in Australia.

Allround Recycling is proud of our solid relationships with Australian Charities, with the ongoing purchase of second-hand surplus textiles providing a valuable revenue source for many welfare programs conducted by charities.

The sale of our re-UP bags also supports charities that make valuable environmental and social contributions to our communities through monetary donations. One of re-UP's partner charities* is Vinnies Victoria, with our partnership contributing to their core services around homelessness, food insecurity, cost of living, and education in sustainability, which the re-UP team values as imperative community programs.

The team at re-UP is dedicated to helping encourage Australians positively change their consumption behaviours and take valuable steps towards creating a more sustainable future for all. We are focused on continuous improvement and through innovation are working to achieve a circular business model.

*** Partner charities:**



WE LOOK FORWARD TO MAKING THE WORLD GO ROUND WITH YOU

THANK YOU FOR CONSIDERING US

Thank you for taking the time to read about our exciting solution to textile wastage – re-UP. We look forward to partnering with you on this project and contribute to closing the loop in the textiles industry.

Please feel free to contact us at any time to find out more.

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