



UNDERSTAND

Companies closing the loop (WM6)

Patagonia

The company has a Common Threads Initiative. They encourage customers to return worn-out Patagonia clothing so that they can recycle it into new fibre or fabric. Since 2005, the company has taken back 45 tons of clothing for recycling and made 34 tons into new clothes. The company also has a repair service for their gear.

<http://www.patagonia.com/eu/enGB/common-threads>

Nike

Nike's "Considered Design" range of products are made from environmentally preferred materials that don't contain toxic chemicals. They are designed using minimal materials for easy disassembly. For example the Considered Boot that they designed in 2005 used a shoe lace rather than adhesives to bind the leather upper part to the sole so it can be easily taken apart and recycled.

<http://www.nikebiz.com/crreport/content/environment/4-1-1-product-design.php?cat=product-design>

HP

HP makes it easy to return items such as computer equipment, printing supplies, and rechargeable batteries for recycling. The company has a Design for Environment (DfE) program with 3 priorities:

To reduce the energy needed to manufacture and use its products

To reduce the amount of materials needed to make the products and develop materials that have less environmental impact

To design equipment that is easier to upgrade and/or recycle

<http://www8.hp.com/us/en/hp-information/environment/index.html>

Apple

Apple design products that contain less material, have smaller packaging, don't contain toxic substances and are as energy efficient and recyclable as possible. For example the iPad became 33 per cent thinner and up to 15 per cent lighter in one generation. Apple will recycle old iPhones, iPads and computers. In 2011, Apple global recycling exceeded their 70 per cent goal.

<http://www.apple.com/uk/environment/#footprint>