

FREE CURBSIDE CLOTHING & HOME GOODS RECYCLING PROGRAM

FREE

TURN
KEY

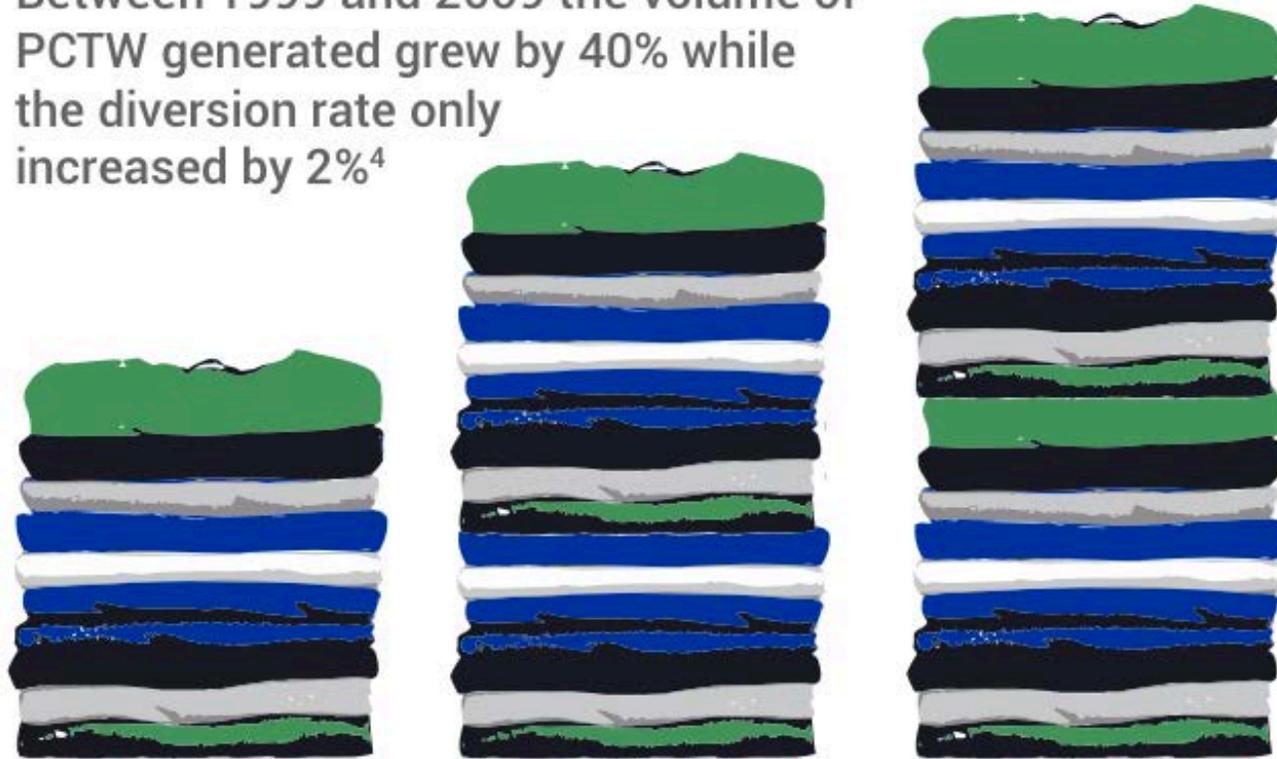
SIMPLE
& EASY

SAVE \$
MAKE \$

The logo for Simpler Recycling features the word "simpler" in blue and "recycling" in green, with a green curved line above the "r" in "recycling".
simpler recycling

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

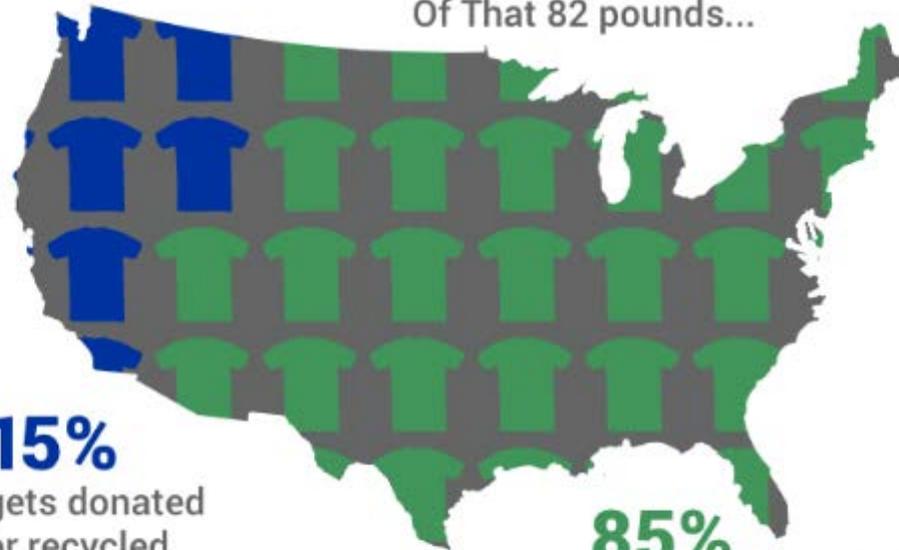


The U.S. generates an average of
25 BILLION POUNDS
of textiles* per year.¹

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

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

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)

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



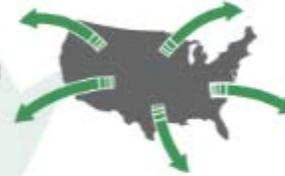
WHAT HAPPENS TO YOUR RECYCLED USED CLOTHING?

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

CT Cities That Participate In Simple Recycling

- New Britain (11/17)
- West Hartford (11/17)
 - Bristol (11/17)
- East Hartford (04/18)
 - Harwinton (03/18)
 - Torrington (06/18)
- Wethersfield (08/18)

CT

Collection History

Collection Volume (2017)

79,545 lbs /63,377 HH

Cost to City/ Residents: \$0.00

Collection History

Collection Volume (2018)

127,304 lbs / 81,000HH

Cost to City: \$0.00

Cost to Residents : \$0.00

FREE CURBSIDE CLOTHING & HOME GOODS RECYCLING PROGRAM

FREE

TURN
KEY

SIMPLE
& EASY

SAVE \$
MAKE \$

The logo for Simple Recycling, featuring the word "simple" in blue and "recycling" in green, with a green arc above the "e" in "simple".