

drop & loop



old clothes deserve better

the story for the consumer

Your old clothes
deserve better.
And so do you!



Drop & Loop is the first company in the Netherlands to offer a complete circular textile programme in exchange for a customer discount.



Drop

Hand in your clothes at a Drop & Loop point near you and get a discount.



Loop

Your clothes get a new lease of life through reuse or recycling.



Shop

Every time you hand in clothing, you get a discount on your next purchase. And that adds up.

How do you get rid of your old clothes?

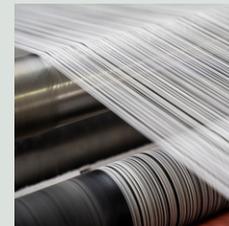
More than half of clothing and textiles still ends up in the trash. And some of the clothing in the textile containers on the street is often too dirty to be recycled. It means 150 million kilos of clothing are incinerated every year in the Netherlands. That must change! There is now a new and better way to hand in used clothing and textiles. That's good for the world, because most worn items can be reused or recycled. It's also good for you, because it will save you money. Help make worn clothing sustainable and circular.



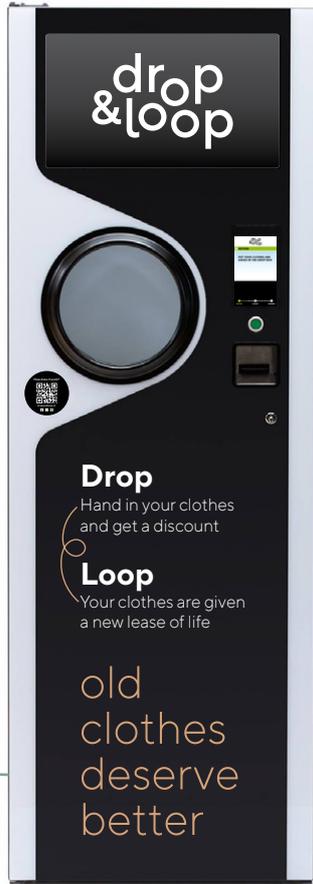
The quality of collected textiles is deteriorating rapidly



Each year, 150 million kilos of clothing are incinerated in the Netherlands



Only one-third of the collected textiles is reused or recycled



Handing in your old clothes is as simple as returning your empty bottles.

Drop

Hand in your clothes and get a discount

This is how it works: you put your clothes in a bag at home. You take it to one of the shops with a Drop & Loop machine. The machine weighs how much clothes you hand in. For each kilo or each time you hand in clothing, you get a discount on your next purchase. And that adds up. To see how much credit you have earned, check the Drop & Loop app: it keeps track of everything for you. All you have to do is scan the QR code on the screen of the machine. Your discount will be deducted at the checkout.



Put your clothes in a bag



Go to a store with Drop & Loop



Get a discount on your next purchase

Loop

Your clothes are given a new lease of life

Your handed-in clothes are collected and taken to a sorting centre. Anything that can still be worn is given a new lease of life. The rest is used to spin new yarn, which in turn is used to make fabrics. Those fabrics are used to make new clothing or other sustainable products – which you can save for in the app. With Drop & Loop, you contribute to making your clothing circular. This way, your footprint on this planet becomes a bit smaller yet again. And that's nice to know.



We collect and sort the clothes



Usable clothing is reused

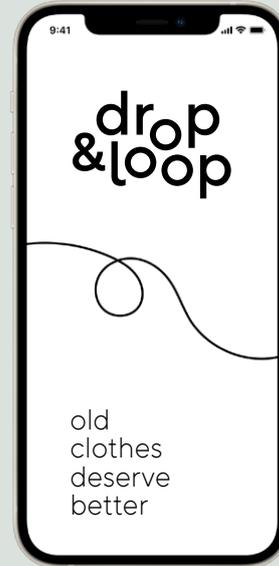


The rest of the clothing is recycled

We make new
fabrics and
products from
recycled yarn.

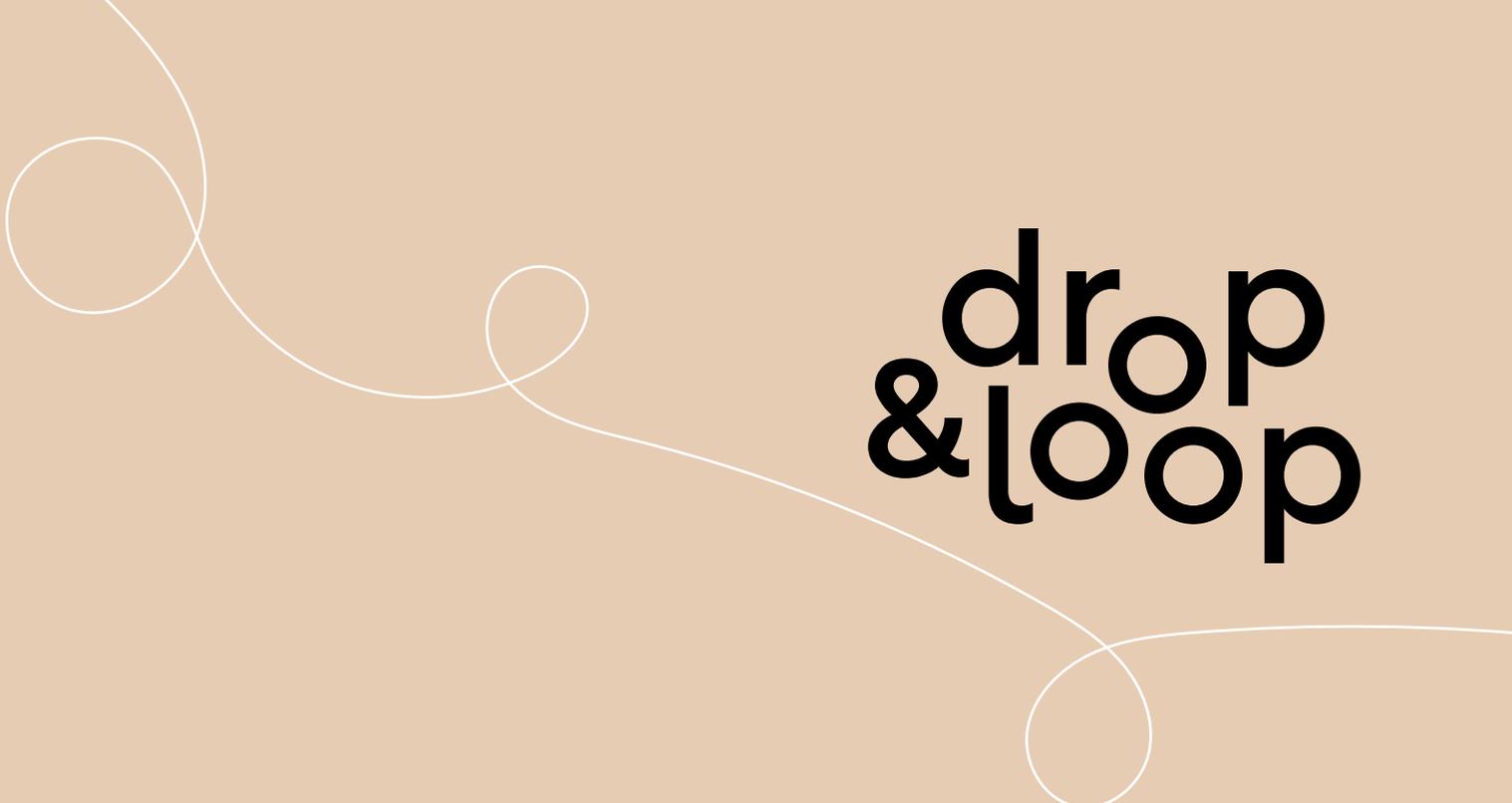


Sustainable
thinking and acting
are rewarded with
a discount on new
purchases.



**Download the app:
easy, fun, educational**

The Drop & Loop app enables you to see how much discount you have earned and what your savings balance is. You will also receive offers for circular products in our webshop. Furthermore, the app has many tips & tricks, a quiz and it shows you how much you really contribute to a more sustainable world.



drop & loop

a better world starts
in your store

the story for the retailer

Old clothes
deserve better.



Drop & Loop
ensures higher
customer loyalty
and turnover
growth, while
retailers have little
extra work to do.

A new service

Drop & Loop is a new service to collect and sort clothing for reuse and recycling. The programme rewards customers when they hand in their used textiles to your store. This means that as a retailer and producer, you contribute to making worn clothing circular and you visibly contribute to making the textile industry more sustainable. Drop & Loop helps you do business sustainably and ensures higher customer loyalty and growth of your turnover.



New legislation 2023

Drop & Loop helps retailers to achieve the sustainability goals and to comply with the Decree on the Regulation for Extended Producer Responsibility 2023.

We will help you with your sustainability goals

Clothing is being worn shorter and shorter and there's still room for improvement when it comes to textile collection. More than half of all used clothing ends up in the trash. In addition, 15% of textiles in the containers on the street become dirty and cannot be used for recycling. We want to change that. And we have to because from 2023, textile producers and retailers will be responsible for the collection and recycling of the products they offer. There is work to be done for the entire retail sector to achieve that sustainability goal.

We make textile recycling fun and easy for you and your customer.

Better image, higher customer loyalty, more turnover

Drop & Loop wants to make textile recycling fun and easy, for you and your customer. We do this with an in-store system, a mobile app, the convenience of QR codes and an attractive discount and savings programme. This turns your store into a dynamic starting point for the collection and circularisation of used clothing. As a brand, you invite your customers to contribute to a sustainable world. This not only ensures more engaged customers in the stores, but also higher customer loyalty and more turnover.

We facilitate the entire process of clothing collection, sorting, re-purposing and recycling.

Everything taken care of, together with sustainable partners

Drop & Loop is a service that pretty much takes care of itself. We organise the entire process, together with our sustainable collection and processing partners. We take care of the system and maintenance in your stores. We also handle the logistics, sorting, re-purposing of usable clothing and recycling. Some of the collected clothing is reprocessed into new yarn, fabrics and circular products, which you can then sell in your stores.

How it works



1 In-store system and maintenance

We install the system in your store. From then on, you can offer the intake of used textiles as a sustainable form of service that you hardly have to worry about yourself. Thanks to a service contract, we are always there in case of breakdowns or problems.



2 Collection, discount and savings programme

Your customers take their old textiles to your store. The system weighs how much clothes they hand in. They scan the QR code with their mobile app. For each kilo or each time they hand in clothing, they receive a discount via the app on a subsequent purchase, or they save for sustainable products in your store.



3 Collection and logistics

Drop & Loop facilitates the entire process of logistics, clothing collection, sorting, re-purposing and recycling. Without hassle. Full containers are collected and sent to our partner, who processes them sustainably.



4 Sorting, re-purposing and recycling

The clothing is sorted at our leading partner for circular textiles. Reusable clothes are given a new lease of life. The remainder is recycled into raw materials for circular products.



5 New circular products

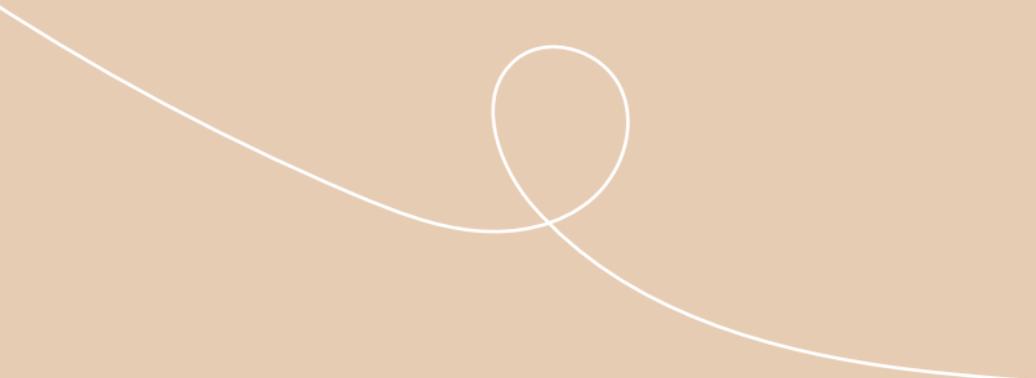
The recycled textiles are used to spin new yarn, which in turn is used to make fabrics. Those fabrics form the basis for new and sustainable products, which we can develop together with you. In this way, you and your customers make a visible contribution to a sustainable clothing industry.



Mobile app for discount and insight

The app tells customers how much discount they receive and what their savings balance is. In addition, the app creates awareness through facts, tips and a quiz about sustainability. The app generates valuable data and gives retailers more insight into the behaviour of their customer.

Using the app generates valuable data, which gives retailers more insight into their customer's behaviour.



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