

# drop & loop



old clothes deserve better

the consumer story

Old clothes  
deserve better.  
And so do you!



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



### **Drop**

Hand in your clothes at a Drop & Loop  
collection point near you.



### **Loop**

Your clothes get a second life through  
reuse or textile recycling.



### **Shop**

You will receive a discount or other  
reward for each return.

## What do you do with your old clothes?

More than half of all clothing and other textiles still end up in the waste bin. A part of the clothing in the textile containers on the street is too dirty to be reused or recycled. Each year, 150 million kilos of clothing are incinerated in the Netherlands. That needs to 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.



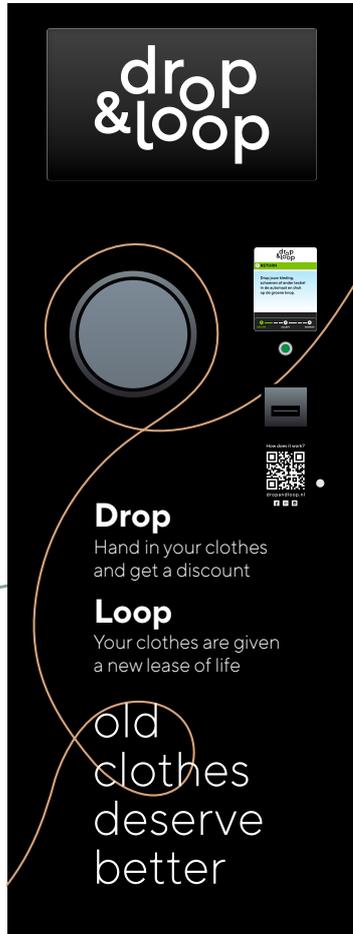
The quality of collected textiles is deteriorating rapidly



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



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



Collection box



Handing in your old clothes is easy and fun.

Online



# Drop

## Hand in your clothes and receive a reward

This is how it works: you put your clothes in a bag at home. You take it with you to one of the stores with a Drop & Loop collection point, or you request a collection bag online from a webshop that offers textile collection with Drop & Loop. Every time you hand in your old clothes you get a discount or other reward. These are settled at the cash register or service desk.



Put your clothes in a bag



Go to a store or webshop with Drop & Loop



Receive a discount or reward

# 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. With Drop & Loop you make worn clothing sustainable and circular.



We collect and sort the clothes



Usable clothing is reused



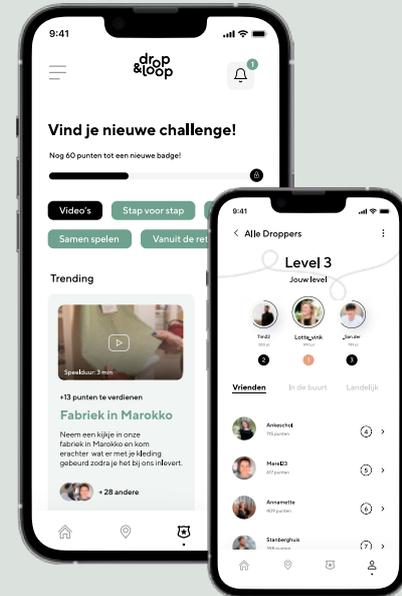
The rest of the clothing is recycled

We make new fabrics and products from recycled yarn.



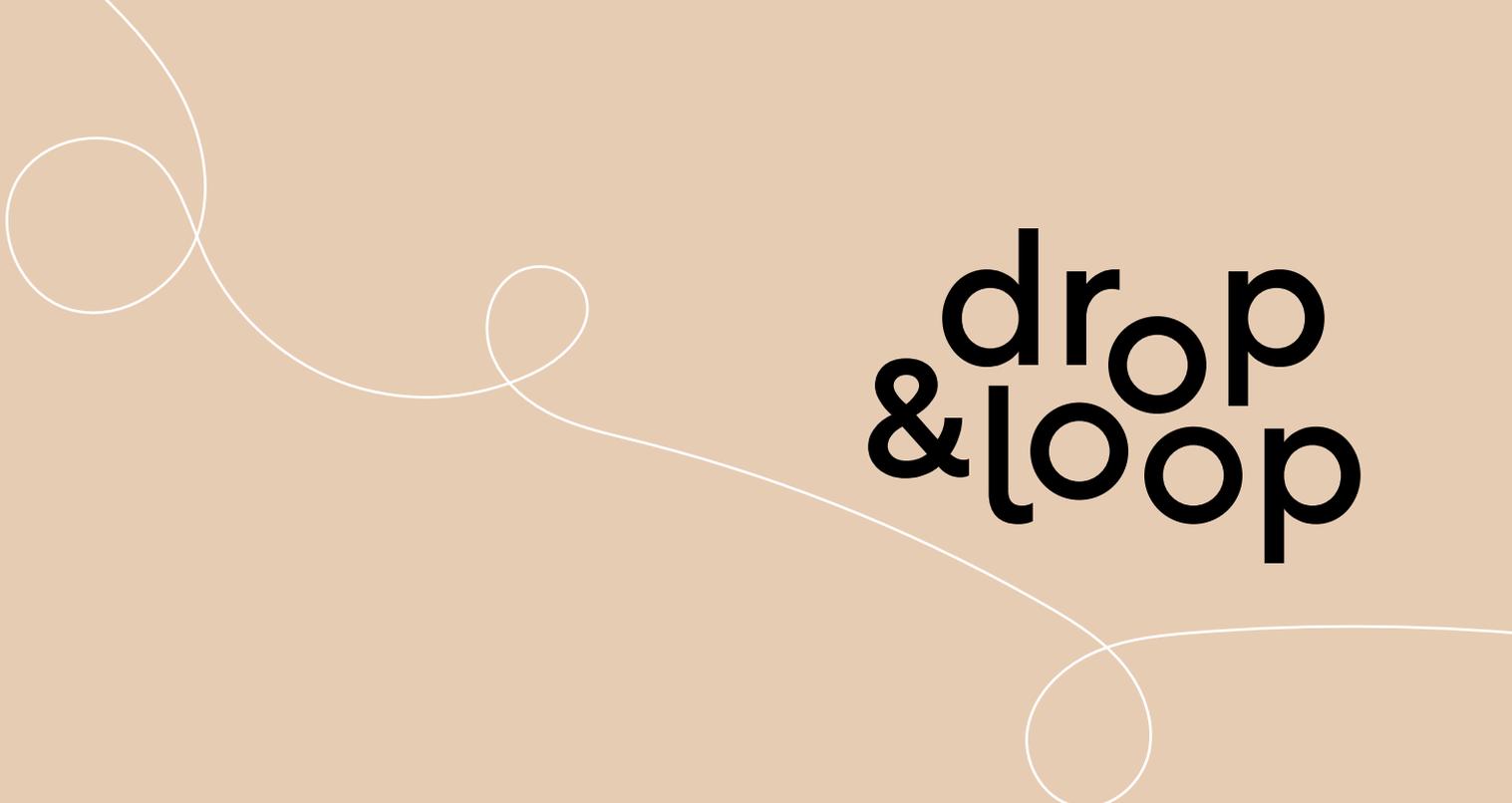


Sustainable  
thinking and doing  
are rewarded.



**Download the app: easy, fun,  
and informative**

The Drop & Loop app enables you to see how much textile you have handed in so far and where you can find your nearest Drop & Loop collection point. 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 retailer story

Old clothes  
deserve better.



Drop & Loop  
ensures higher  
customer loyalty  
and turnover  
growth, while it  
requires hardly  
any extra work  
from the retailer.

## **A new service**

Drop & Loop is a new service to collect and sort clothing for reuse and recycling. The program rewards customers when they hand in their used textiles in your store or in your online webshop. 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.

# Our collection concepts



## Drop & Loop collection machine

Automated textile collection machine

Supermarkets, department stores, shopping centres

Material: black steel, silkscreen and plug

Dimensions:  
70 x 70 x 200 cm

Suitable for a floor area  
> 500 m<sup>2</sup>



## Drop & Loop collection box

Movable textile collection box

Clothing and textile related shops

Material: recycled wood, felt and silkscreen

Dimensions:  
55 x 55 x 130 cm

Suitable for a floor area  
< 500 m<sup>2</sup>



## Drop & Loop online concept

Online textile collection

For retailers with an online webshop

Offer a textile collection bag in your webshop

Send the collection bag with the customer order

The customers offer their full bag to your logistics partner



## **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**

The lifecycle of clothes is getting shorter and shorter. And textile collection could be much better. More than half of all clothing and other textiles still end up in the waste bin. 15% of the clothing in the textile containers on the street is too dirty to be reused or recycled. That needs to change! From 2023, as a textile producer and retailer, you are responsible for textile collection and recycling. There is work to be done for the entire retail industry to achieve those sustainability goals.

We make textile collection fun and easy for you and your customers.

## **Sustainable entrepreneurship, customer loyalty and turnover growth**

Drop & Loop makes textile collection fun and easy for you and your customers. We realize that with an instore collection machine or box, an online collection concept, an app and a rewarding program. That's how you you visibly contribute to making the textile industry more sustainable. That not only ensures more engaged customers in your store of webshop, but also higher customer loyalty and turnover growth.

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

### **Everything taken care of, with our sustainable partners**

Drop & Loop is a service that requires hardly any extra work from the retailer. We work together with sustainable partners and organize the total process. We take care of the installation and maintenance in your store, the logistics, sorting, reuse, and recycling. A part of the collected textiles can be recycled into new yarn and fabrics. These form the basis for sustainable products, which you can sell in your stores.

## How does it work



### 1 In-store system and maintenance

We will place the collection machine or collection box in your store or organize textile collection in your webshop. From that moment on you can offer textile collection as a sustainable service that you hardly have to worry about. Thanks to a service contract, we are always there in case of breakdowns or problems.



### 2 Collection and reward program

Your customers take their old textiles to your store or request a collection bag in your webshop. They can hand in their clothes for reuse or recycling. They receive a discount or reward for each kilo or return, 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 by us and sent to our partner Wolkat, who processes them sustainably.



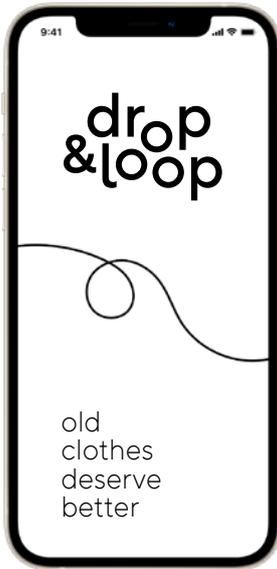
### 4 Sorting, re-purposing and recycling

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



### 5 New circular products

We spin new yarn from recycled textiles and make new fabrics. These form the basis for 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 data, games and insights

How much textile customers have handed in so far and where they can find their nearest Drop & Loop collection point, can be found in the app. Furthermore, the app creates awareness with many tips & tricks, games and quizzes about sustainability. The app generates valuable data and provides retailers with insights into customer behavior.

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