



APPAREL IMPACT

CHANGING THE WAY WE THINK ABOUT CLOTHING.

SCALING TEXTILE REUSE AT THE COMMUNITY LEVEL
**LESSONS FROM THE
MUNICIPAL IMPACT PROGRAM**

JOE WHITTEN,
CO-FOUNDER AND CEO, APPAREL IMPACT



TWO PROBLEMS

TEXTILE WASTE & CLOTHING INSECURITY

- 17M tons of textiles discarded annually in the U.S.
- 85% of clothing and textiles still ends up in landfills.
- Less than 15% recovered, recycled or reused.
- Diversion, recycling, reuse isn't to scale, organized or effective.
- Towns spend \$6,000+ a year just to bury textiles.

Textile waste is the fastest-growing category in municipal landfills, while most discarded clothing is still wearable, reusable, or recyclable.

- Even in well-off towns, 5–12% of kids lack proper clothing.
- 1 in 6 children lives in poverty. **Together, we can change that.**



ONE SOLUTION. WE BUILT SOMETHING BETTER.

We didn't join the industry—we came to disrupt it.

Disrupting decades of broken promises in textile recycling with the Municipal Impact Program—a zero-cost solution that reduces textile waste and fights clothing insecurity. Keeping massive volumes out of landfills while ensuring families and children in every community have access to the clothing they need.

ONE PROGRAM. TWO PROBLEMS SOLVED. HERE'S THE PLAN.



MUNICIPAL IMPACT SURVEY

- We start with a multi-day, town-wide survey to understand traffic patterns and community needs.
- We identify high-visibility, high-convenience locations where drop-offs will capture the most textiles.
- **The goal is simple:** maximize participation and keep as much material as possible out of the municipal waste stream.

On average, it takes 1,200 people or cars passing a drop-off location for just one bag of clothing to be dropped off for reuse or recycling. By identifying both municipal and private locations during our impact survey, we ensure maximum impact.

WE MANAGE IT. WE SERVICE IT

We handle 100% of management, service, maintenance, and cleaning—no work for the town, ever. Our routes are optimized in real time to prevent overflow, and our 24/7 service is second to none.

REPORTING, ANNUAL REPORTS & DEP COMPLIANCE

- Every year, we give you a clear report of what was collected and diverted.
- This helps communities hit sustainability goals, while also giving leaders and residents real numbers to be proud of.

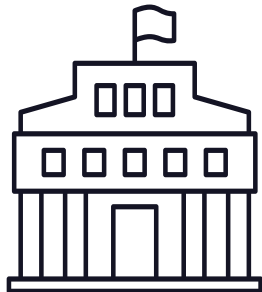
BENEFITING YOUR RESIDENTS

- Beyond recycling, we make sure people in the community have access to clothing when they need it.
- Schools, social workers, and community leaders can request wardrobes, and we deliver.

THE IMPACT OF ONE TOWN, ONE YEAR

MUNICIPAL IMPACT PROGRAM

9 ONE TOWN
NINE LOCATIONS



135,000 LBS |
OF TEXTILES DIVERTED



400,000 KWH |
OF ENERGY SAVED



\$0.00 |
COST TO THE TOWN



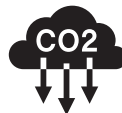
94.5 MILLION GALLONS |
OF WATER SAVED



10,000 LBS |
OF CHEMICALS REDUCED



ANNUAL IMPACT REPORTING |
TO TOWN AND DEP



1.1 MILLION LBS |
OF CO₂-EMISSIONS AVOIDED



\$5000.00 |
TAX DOLLARS SAVED



180 LOCAL RESIDENTS |
ANNUAL WARDROBE ACCESS



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