

**LOOPTWORKS**  
EXCESS MADE USEFUL

**USE ONLY  
WHAT ALREADY  
EXISTS.**



## LOOPTWORKS MANIFESTO

We believe in clean air, clean drinking water, and products that last a lifetime.

We are pioneers in responsible manufacturing, and believe in the power of business to be a force for good.

Our customers have a strong alignment with these beliefs and we exist to serve and inspire them.

“Use only what already exists”





## THE PROBLEM

**15%-30%** of all materials that get created never end up being used.

There is **70X more** of this pre-consumer excess on the planet than post consumer excess.

Brands and companies across all industries are creating excess materials in their supply chain, or at the end-of-life of their products. Zero waste goals have been established at the corporate level and the rise of the circular economy is upon us.

## THE VISION

**Recovering** these materials and creating Looptworks products in the travel and mobility space.

**Upcycling** these materials is less energy intensive than recycling and has a huge financial benefit. It also conserves water and clean air.

**Closing the loop** these materials become the feed stock for eventually closing the loop with the creation of closed loop materials.

These excess materials are a line item expense. By upcycling them, they can be turned into a high margin, positive revenue stream while doing good for the planet.





## CORPORATE DEMAND

This is a Global Issue. It affects all industries.

LOOPTWORKS is working in Athletic, Outdoor, Apparel, Aviation, Automotive, Furniture, and Architecture.

Corporate sustainability initiatives are on the rise and companies are implementing zero waste initiatives.

The sources for materials to be upcycled are everywhere, never-ending and astronomical.



ANN TAYLOR



patagonia



Mercedes-Benz



Delta

# THE PEOPLE HAVE SPOKEN

Today's Millennial and Gen Z Customers expects brands to give back to society.

75% said that it's either fairly or very important that a company gives back to society instead of just making a profit.

Millennials love brands that support their local communities and environmental initiatives and would rather purchase from them than competitors. *forbes.com*

Environmentally aware consumers are voting with their dollars. They are focusing their spending dollars on authentic brands that are doing the right thing.

The rise of the creative class with a focus on sustainability puts LOOPTWORKS in a unique position.



# BUSINESS AS A FORCE FOR GOOD

A look in the mirror . . .

I wanted to not only do my part, but to inspire an entire company to do that.

The company inspires an audience of people.

People inspire industry.



# SOUTHWEST AIRLINES



## Large Scale Post Consumer Capabilities: A partnership with Southwest Airlines

80,000 leather airplane seat covers

43 acres of leather

Reverse Logistics

Collection, Sorting, Cleaning

Give back partnership with a non-profit providing jobs to adults with disabilities



# THE SOUTHWEST EFFECT



**Large Scale Post Consumer Capabilities:** A partnership with Southwest Airlines

Full Story telling and video production

Full public relations efforts resulting in 3 billion media impressions

18 Million gallons of water conserved

34,056 eternally thankful cows

The Washington Post

the guardian

Los Angeles Times

Forbes

BBC

NBC NEWS



Outside

FSTCOMPANY

Chicago Tribune

CNN

## NBA PARTNERSHIP – OBSOLETE JERSEYS



Materials go into a transparent reuse program avoiding landfills. Adults with disabilities are employed. Collaborative communication plan.



# DONATION PARTNERSHIP – TENTS TRANSFORM INTO COFFEE KITS



Donations of post consumer materials require a payment for deconstruction and shipping fees.

Benefits are, materials go into a transparent reuse program avoiding landfills. Adults with disabilities are employed. Brand is mentioned as a Donation Partner.



## PARTNERSHIP – EXAMPLE

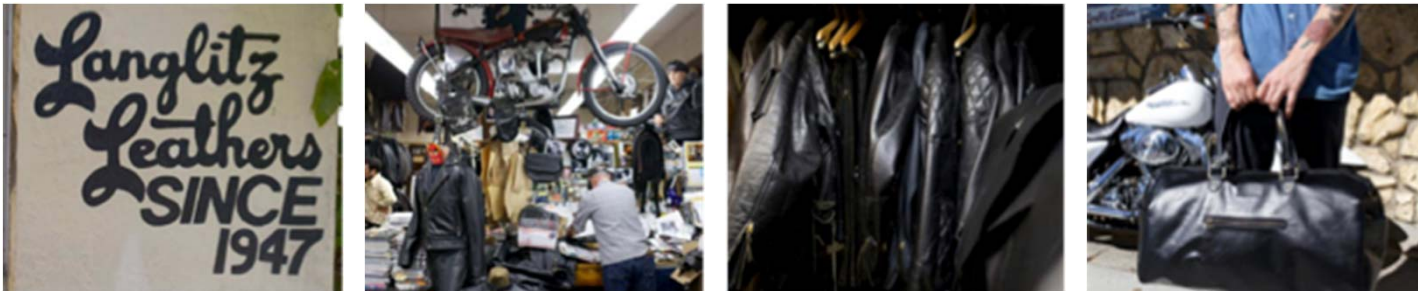


Mercedes-Benz



Existing Styles, Co-branded and sold in MB dealerships.

## PARTNERSHIP – PRE-CONSUMER EXAMPLE



The Inventors of the Motorcycle Jacket

James Dean, Steve McQueen, Neil Young, Ralph Lauren among their elite customers.

Have a policy of “Never throw anything away”

Excess piling up and needed an outlet.

Demand out paces supply.

The Company does no marketing.

They partnered with Looptworks because it was the right thing to do for their brand.

Chose the ReLoopt Partnership to tell the story to their fans.







# THE CIRCULAR ECONOMY

\$1 Trillion by 2025. . . Up to \$4.5 Trillion by 2030

‘Any CFO who focuses only on the P&L, Balance sheet and Cashflow, ignoring circular economies, is already coming at it two or three years late’ – Colin Tetreault GIS – ASU 2016

Accaglobal.com – Cooper  
World Economic Forum/Accenture





## TWO SPOTS TO FOCUS . . .

Environmental Profit and Loss (EP&L)  
Full Cost Accounting

Measure direct and indirect cost of production and benefits across the supply chain.

Helpful resources:

Ellen MacArthur Foundation – Circularity index  
World Business Council for Sustainable  
Development – The Natural Capital and Social  
Capital Protocols.

# JOIN THE MOVEMENT

Become or Refer companies for B corp status.

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Engage in the Circular Econom

Visit [Looptworks.com](http://Looptworks.com) – Enter the Promocode:  
accountingrocks

For 20% off your first order. Follow us on social.

Do well and do good.



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