

THE CHALLENGE

Athleta, a popular women's activewear retailer and Certified B Corporation, is passionate about sustainability. Because malls and shopping centers were unable to recycle fabric graphics, the retailer approached GSP looking for a sustainability solution that was simple and cost effective.

THE SOLUTION

GSP accepts the retailer's used graphics and submits them to our sustainability partner. These materials are then upcycled and transformed into fuel pellets. To simplify the task of having store employees send the used materials to GSP, each campaign graphics kit includes easy-to-follow return instructions along with a prepaid return UPS label.



"Our partnership with GSP has been so wonderful. With their Madison production facility being SGP certified, we are confident they are making the right decisions when it comes to production processes ... GSP's focus on identifying new sustainable materials aligns with Athleta's needs, and they have helped create innovative solutions for recycling our store imagery."

- Sr. Manager, Retail & Marketing Production at Athleta

THE RESULTS

To date, GSP has helped Athleta recycle over 51K pounds of marketing materials allowing the company to reduce materials that would otherwise be sent to the landfill. One fuel pellet provides approximately 9K BTUs and fiber fuel burns cleaner than coal, emitting only 2% sulfur and lower carbon dioxide.

- Less reusable waste in the landfill
- Additional fuel energy created
- Over 51,000 lbs. of graphics recycled