



**Title:** Timberloop

**Company/Organization:** Timberland

**Type of Organization:** For profit

**Number of Employees:** 100+

**Category:** Environment

**Challenge or Opportunity:** We wanted to prevent our products from going to landfill at end of life and engage our consumers in the process.

**Approach or Solution:** We launched Timberloop, a global product take back program through which we invite consumers to return their used footwear, apparel and accessories to us (either by dropping items in our stores or mailing them back to us (with free shipping)). We repair and sell (at a discount) items that still have life in them. Items beyond repair are disassembled and the various components are reused or recycled so nothing in the Timberloop goes to landfill.

**Impact:** We've received over 5K items from consumers in the US so far and have expanded the program to Europe. We will launch in Asia in the coming years. It's a program that engages employees and consumers alike who can track whether their submitted items get repaired or recycled. Ultimately, we hope the recycled materials will find their way back into new Timberland items. We're not there yet but that's the aim.