

Question & Answer

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1) What types of products are collected?	All footwear and apparel. Exceptions: Underwear and socks (for hygiene reasons), and accessories (the recyclability is not as high yet).
2) What if the product is dirty?	We ask consumers to hand in only dry and clean products. Just as with any recycling material, it needs to be reasonably clean and dry, otherwise it will contaminate the rest of the material and none can be reused.
3) What if the product is torn?	This is no problem. While this product cannot be re-worn anymore by other people, the raw material contained in it can still be extracted. adidas' works with i:co, a company specialized in sorting and processing of used clothes and shoes. http://www.ico-spirit.com/en/
4) Is this program only valid for adidas product?	No, products from any brand can be handed in.
5) Where is the take-back program active?	Collections points during pilot are in 9 adidas stores in Western Europe and the United States: NYC: Fulton St, Broadway LA: Melrose, Irvine Paris: Champs and Le Marais London: Oxford Street, White City, Foubertplace
6) What does adidas do with the products?	Collected products are shipped to the adidas Distribution center, where they are picked up by a specialized company (i:co). This company sorts products according to different quality criteria. Many products can still be worn and go into a second hand market. Products that are not apt for use anymore, are recycled into secondary raw material and become feedstock for new products in various industries. A small portion of products (less than 10%) cannot be recycled and thus is sent for disposal.
7) Which company does adidas work with on this?	I:CO is a German company specialized in sorting used clothes and shoes. Their largest sorting facility is located in Wolfen (Germany), but they operate and partner with other facilities worldwide. http://www.ico-spirit.com/en/
8) Does this program compete with charity donations of used clothes and shoes?	No. The aim of this program is to raise awareness of consumers on what happens to products at the end of their life. adidas takes responsibility for product at the end of its life and gives it a new life through this program. As opposed to charity collections, this program specifically accepts products that are not good for use anymore.