

# New Life for Old Clothes.

## Who we are.

Better Earth Textile Recycling (BETR) is a green, for-profit organization working to reduce textile waste by finding new life for old clothes. Through community programs, fund drives, business initiatives and other innovative collection efforts, we bring unwanted clothing, belts, shoes and other textiles to people in need around the world. By putting these discarded items back in the use cycle, we keep them out of landfills and help to conserve the earth's precious natural resources. What's more, a portion of the value of all donated textiles goes directly to support local schools, religious organizations and non-profit organizations.

**Every year, 85% of all discarded clothing and other textiles — over 21 billion lbs. — is sent to U.S. landfills.**

## What we do.

BETR exports your discarded clothing to destinations worldwide where the need for such items is great. Our efforts significantly support local and global economies along the way. By exporting textiles to struggling countries, we generate needed revenue, create green jobs at home and abroad, and help to improve the well-being of people in the United States and around the world. BETR:

- Significantly reduces a portion of the 26 billion lbs. of textiles being added to America's landfills each year.
- Gives you a convenient, simple, eco-friendly option to discard excess clothing, shoes and belts.
- Provides affordable clothing options to those in need worldwide, while helping to fuel local economies in emerging countries.
- Works with municipalities, non-profits, schools and religious organizations to help raise needed funds through the eco-friendly option of recycling and re-purposing used clothing.



**Better Earth**  
TEXTILE RECYCLING

**To learn more, call 414.716.5755  
or visit [betrearth.com](http://betrearth.com).**



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## Where used textiles go.

More than half of collected clothing is recycled as secondhand clothing and sold to emerging countries worldwide. Through the efforts of Better Earth Textile Recycling and many other similar organizations, the world's poorest people have access to the clothing they need. Thanks to smart efficiencies and innovative equipment, an individual on the east coast of Africa earning just \$200 a year can buy a pair of clean, gently used pants for just \$.34 a pair. In Pakistan, sweaters can be purchased for about \$.12 each — far less than the cost of mailing a letter. These prices include not only the garment, but transportation costs as well.

Overly worn or stained clothing is re-purposed to become wiping and polishing cloths for use in manufacturing and other industries. Cotton is made into rags or used to form a component for new high-quality paper. Knitted or woven woolens and similar materials are "pulled" into a fibrous state for reuse by the textile industry in low-grade applications, such as car insulation or seat stuffing. Other types of fabric is reprocessed into fibers for upholstery, insulation, and even building materials. Buttons and zippers are stripped off for reuse. Very little is left over at the end of the recycling process.

## Why it matters.

- The U.S. Environmental Protection Agency estimates that an average person throws away 81 lbs. of clothing every year.
- Clothing and household textiles currently make-up about 5% of the waste stream.
- Only 15% of textile materials are re-purposed — leaving 85% to end up in landfills.
- Combined, textile recycling organizations like BETR keep approximately 5 billion lbs. of waste out of landfills every year.
- More than 60% of recovered textiles are sent abroad to over 250 countries, creating hundreds of thousands of jobs worldwide.

## How you can make a difference.

Call BETR today at **414.716.5755** or visit **betrearth.com** to learn more about the smart and simple textile recycling programs we offer.

**Together we can find new life for old clothes and create a better earth for everyone.**



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