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## PATAGONIA ANNOUNCES MAJOR EXPANSION OF GARMENT RECYCLING PROGRAM

### Patagonia Begins Recycling Competitors' Garments

VENTURA, Calif. (Jan 28, 2007) – Patagonia, Inc., the outdoor gear and apparel company, announced today the expansion of the *Common Threads Recycling Program*. This revolutionary program, which initially asked customers to return worn out Capilene baselayers (a.k.a. long underwear) to Patagonia, has expanded to include the collection of used Polartec-branded fleece garments by Patagonia **or any other company**, and Patagonia cotton tee shirts. With this ground-breaking expansion, worn-out Patagonia and Polartec fleece, Patagonia cotton tees and Capilene baselayers will feed Patagonia's own supply chain to make new clothing for future seasons. With the expansion of this recycling program, Patagonia becomes the first global company in the world to recycle competitors' garments.

"Our goal is to assume full responsibility for our products, as well as our competitors' products, at the end of their useful life," notes Patagonia president and CEO, Casey Sheahan, "Moving forward, we hope to expand the world view of recycling beyond just cans, newspapers and bottles – we're aiming to make clothing a recyclable resource."

Effective January 29, 2007, customers may return any company's used Polartec fleece garments, Patagonia fleece, Patagonia cotton tees and Capilene baselayers to Patagonia, via mail or at any of the 20 Patagonia retail stores nationwide. In Fall 2007, almost 1/3<sup>rd</sup> of the company's garments are recyclable through the newly expanded take-back recycling program.

Since the launch of the *Common Threads Recycling Program* in September 2005, Patagonia has collected over 1000 pounds of used Capilene baselayers to be recycled into new garments. The company's goal of taking responsibility for their products has not only diverted over 1000 pounds of garments from landfills and incineration, but has decreased Patagonia's reliance on scarce virgin resources such

as petroleum. With the addition of competitor's Polartec fleece, Patagonia fleece and Patagonia cotton tees – the company is truly expanding on the concept of recycling.

“With the expansion of our Common Threads Recycling Program we'll effectively be recycling our competitors' garments into Patagonia clothing,” noted Rick Ridgeway, Patagonia's vice president of environmental initiatives, “what a great, environmentally-sensitive way to supply our own supply chain!”

Research shows that the environmental impact of using worn-out fleece and polyester garments to make new fiber is significantly lower than making that same fiber from virgin materials. Making new polyester fiber from used garments, which have been mailed from customers to Patagonia, results in an energy savings of 76 percent and a CO2 emissions [greenhouse gasses] reduction of 71 percent, versus creating that fiber from new raw material.

In the spirit of spreading the garment recycling word, Patagonia has created a hilarious short film about the Common Threads Recycling Program. The video stars Patagonia's Ambassador, Timmy O'Neill – a well-known rock climber and comedian.

Just as Patagonia pioneered the use of recycled soda bottles in fleece and was the first company in the outdoor industry to switch to 100% organic cotton, the company aims to pave the way for others to get on the garment recycling bandwagon. For more information and to view the short video, visit [www.patagonia.com/recycle](http://www.patagonia.com/recycle).

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### **About Patagonia**

Patagonia is noted internationally for its commitment to product quality and environmental activism. Its Environmental Grants Program has contributed over \$26M in cash and in-kind donations to grassroots environmental activists since the program began in 1985, and its Environmental Internship Program allows employees to work for environmental groups while receiving their full paycheck. Incorporating environmental responsibility in to product development, the company supports the ambitious mission statement: “To make the best product, cause no unnecessary harm and use business to inspire and implement solutions to the environmental crisis.” Since 1996, Patagonia has used only organically grown cotton in its clothing line, and is noted world-wide for using recycled soda bottles in many of its polyester fleece garments beginning in 1993. Sales for 2005 were \$260 million.

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