



How to start extending
your product lifecycle

— *3 Steps* —

Step 1

Decide which **item types** you want to collect:

From consumers:



Returned items that cannot be resold as new

Sometimes consumers return items which can not be resold anymore, for example because they are not in perfect condition anymore, or because they were faulty in the first place.



Online take-back from consumers

Items that consumers do not use anymore or need a repair don't need to go to landfill. Give them a second life!

In bulk from DC's and stores:



Out-of-season items

Items that are out of season can get a second life via various circularity channels.



Faulty items

Faulty production items can be repaired, enabling them to be used instead of being discarded.



In-store take-back from consumers

Use bins in stores to collect items that consumers no longer want to use. Give them a second life!



Step 2

After items are collected, they need to be **graded and sorted** to the proper next activity.

Depending on the item characteristics, items are sorted to be **reconditioned, repaired, donated** or **recycled**.

For reconditioning and repair, the required activities per item are defined.

Items grading and sorting

Recondition

- New packaging
- Light cleaning
- Iron
- Refolding
- Re-tagging
- Photography



Repair

- Spot cleaning
- Ozone cleaning
- Dry cleaning
- Sewing
- Buttons sewing
- Pressing
- Waterproofing
- Photography



Upgrade items to **enable recommerce or rental**



Step 3



Decide which **circularity channels** you want to use.

Choose multiple channels to ensure the correct channels is used for each item.



Recommerce

Items can be resold as new or as second-hand, using brand-owned platforms or partner platforms.



Donations

Items can be donated to various non-profit organizations.



Rental

Items can be rented for a fixed or flexible period of time, both via the brand's own rental portal or via partner platforms.



Recycling

For items that can not be reused anymore it is important to have a proper recycling method in place. Materials can be recovered and reused.

