

ANNUAL
REPORT
2024





2024

HOW WE'VE MADE A DIFFERENCE TOGETHER



"I'm extremely pleased with the service from Apparel Impact. They consistently ensure that our collection points remain well-maintained and never become an eyesore, giving me peace of mind knowing they manage everything efficiently and professionally." **Ryan Dinneen, Casella Waste Systems, Inc.**



"This is a great opportunity for both Mexicali Blues and our customers to responsibly retire textiles, and reduce our footprint. As a company that's always striving to do good, we are excited to team up with organizations like Apparel Impact that are dedicated to make a positive impact on the world, one garment at a time." **Chauncey Erskine, Mexicali Blues**



"..Apparel Impact (AI), offers us an opportunity to recycle/reuse clothing, textiles, and shoes. Our Town hosts AI's clean attractive collection bins at two separate locations. Knowing that usable clothing will be redistributed, and other textiles and shoes recycled, provides our residents with a welcomed option.." **Jon Dykstra, Vice Chair of the Select Board of Kennebunkport**



"The Northeast Resource Recovery Association appreciates the dedicated hard work of Apparel Impact to divert clothing and apparel from landfills and waste-to-energy facilities in the Northeast. Textile recycling is a common challenge for NRRA member municipalities – Joe and his team make it a lot easier." **Reagan Bissonette, Executive Director**



"At Toad&Co, we design our clothes to last a long time- all in the name of less in the landfill.... Apparel Impact is a crucial partner in our efforts to find downstream solutions for all of our products by providing a sustainable reuse or recycle option.." **Giuliana Orsky, Toad & Co**

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DRIVING IMPACT TOGETHER

MESSAGE FROM OUR CO-FOUNDER/CEO

2024 was nothing short of historic for Apparel Impact. We're proud to say that, together, we're changing an industry that was built on deceit, and we're leading the way in showing how it should be done—with transparency, integrity, and trust. We've become the most trusted name in clothing reuse and textile recycling—counseling legislators, senators, congressmen, schools, and municipalities—while achieving milestones that once felt out of reach.

We've doubled in size since the start of 2023—not just in impact, but in our team, our operations, and the sheer amount of clothing we've kept out of landfills. It's been a tough road. This year tested us with port closures, border restrictions, global conflicts that shook the textile markets, and fuel prices that refused to back down. But if there's one thing I know about this team, it's that we fight, and we win.

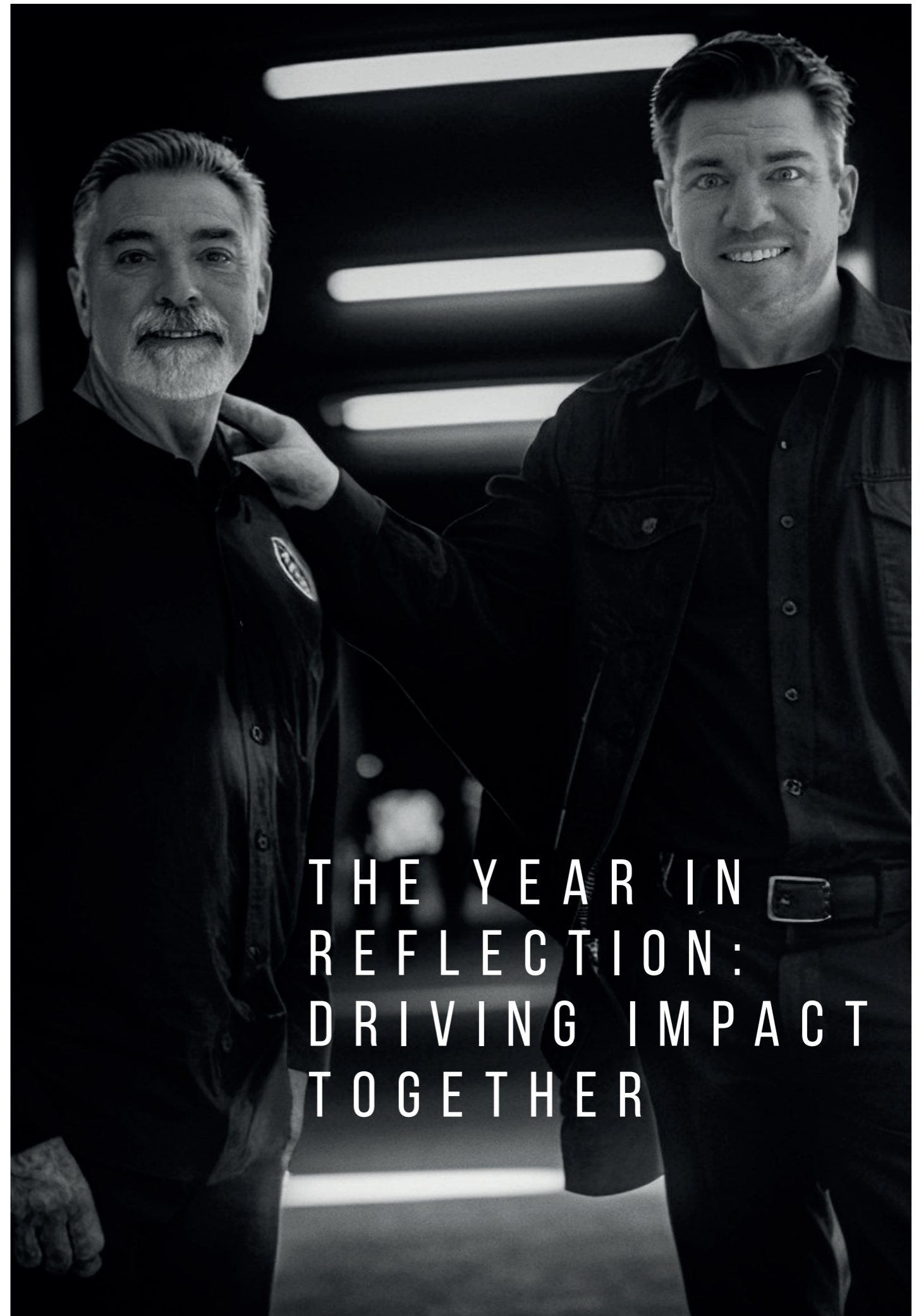
We didn't just survive those challenges—we overcame them and thrived. In 2024 alone, we provided clothing and shoes to over 4,000 people, kids, and families in need. We launched the nation's first educational comic book focused on clothing recycling, complete with lesson plans and activity books designed for teachers. We brought over 300 new customers into the Apparel Impact family and reached an all-time high for clothing diverted from landfills. We were humbled to receive awards that highlight what I see in this company every day: SBA Veteran-Owned Business of the Year, Veterans Count Business of the Year, and recognition as the 2nd fastest-growing company in New Hampshire by NH Business Magazine.

None of this would have been possible without the incredible team that stands beside me. Some of you celebrated 2, 3 and 4-year anniversaries with us this year—a testament to the culture and mission we've built. You are the backbone of this company, and your dedication is why we're not just surviving in a tough industry; we're transforming it. Around here, we say, 'We bleed orange,' and that couldn't be more true—our passion and commitment are what set us apart.

I truly feel like we're just getting started. With the momentum we've built, I'm confident we'll double in size again by the end of 2026. We're launching new programs, developing drop-off centers, and setting our sights on adding 400 or more new businesses, partners, towns and cities to our customer base. We're not stopping until we've installed over 1,000 new drop-off sites, making sustainable recycling more accessible than ever.

To our team, our customers, and everyone who has supported us along the way—thank you. You've made us stronger, more resilient, and more determined to lead this industry into a brighter, better future. Together, we're proving what's possible when you fight for something bigger than yourself.

Buckle up, because with what Apparel Impact is working on and has planned, you're not going to want to miss it. We're thrilled to have you alongside us on this journey—partnering with us to fight textile waste, change the way people think about clothing, and educate the next generation so they know they'll play a crucial role in solving the war on textile waste.



OUR STORY, OUR IMPACT

Apparel Impact was founded in 2015 because we saw a broken system in desperate need of change. Clothing and textiles were rapidly becoming one of the largest waste streams in America and around the world. There was no infrastructure to stop the waste, fashion companies continued to overproduce without regard for the consequences, and the small industry meant to tackle the problem was riddled with inefficiency, false pretenses, and misplaced priorities. We saw an industry in need of disruption, and we've always loved a good fight for change.

Apparel Impact was founded by Joe Whitten, an Army veteran and entrepreneur, alongside his father Ken Whitten, an Air Force veteran and lifelong missionary. Together, they shared a vision of creating lasting, meaningful change. With the incredible team they built, united by shared dedication and purpose, they set out to fight for a better system—one that not only diverts waste but also uplifts communities, champions sustainability, and inspires a transformative way of thinking about clothing and its impact on our country.

WE'VE ALWAYS LOVED A GOOD FIGHT FOR CHANGE.

» Apparel Impact, founded in Manchester, NH, began in the city where its first clothing drop-off bin was placed, transforming local clothing reuse.

» Apparel Impact's first drop-off bins were hand built using wood, vinyl siding, and shingle roofing, reflecting humble beginnings and a dedication to resourcefulness.

MILESTONE MOMENTS

OUR HISTORY

- 2015 - **FOUNDED**
- 2017 - **EASTERSEALS PARTNERSHIP**
- 2019 - **1 MILLION POUNDS IN ANNUAL DIVERSION**
- 2020 - **NEW YORK AND VERMONT EXPANSION**
- 2022 - **PURCHASED HQ IN HOOKSETT NH**
REACHED 5 MILLION POUNDS IN ANNUAL DIVERSION
- 2023 - **REACHED 1,000 DROP-OFF LOCATIONS**
CONNECTICUT EXPANSION
REACHED 10 MILLION POUNDS IN ANNUAL DIVERSION
- 2024 - **LAUNCHED APPAREL IMPACT COMICS**
BECAME SBA'S VETERAN BUSINESS OF THE YEAR
REACHED 17 MILLION POUNDS IN ANNUAL DIVERSION
- **WE'RE JUST GETTING STARTED...**

WHO WE ARE

We started small in New Hampshire, building our first drop-off bins by hand and working full-time jobs while collecting and recycling clothing at night. Each year brought new milestones: more textiles diverted from waste streams, more people reached with needed clothing, and a growing team committed to our mission.

From expanding to Maine, Vermont, and Massachusetts to acquiring competitors and scaling operations into New York and Connecticut, we've become one of the fastest-growing clothing reuse and recycling companies in the country. At Apparel Impact, we're not just changing the way clothing waste is managed—

we're redefining what it means to have an impact. Today, we provide more clothing to individuals in the Northeast than nearly any other organization, for-profit or nonprofit. We're focused on solving one of the biggest environmental challenges of our time, while ensuring our work always benefits the people who need it most.

OUR MISSION

Apparel Impact was built on a shared mission: to take on the fastest-growing waste stream in the U.S., make a real impact on the environment, and support those in need.

OUR VISION

Our vision is to change the way the world thinks about clothing. We're here to fight back against waste by keeping clothing out of landfills and making it easy for people to reuse and recycle. At the same time, we're committed to making sure that no one goes without—turning what would be wasted into something that helps those in need. We want to educate people, inspire action, and give the next generation the tools to avoid the mistakes of the past. It's time to fix an industry built on waste and deceit, and we're determined to be the trusted force for real change.

WE'RE HERE TO CHANGE AN INDUSTRY, SAVE RESOURCES, AND REACH PEOPLE IN WAYS THAT MATTER. WE WON'T STOP UNTIL WE'VE MADE THE IMPACT WE KNOW IS POSSIBLE.

OUR VALUES

IMPACT FIRST

We're driven by the goal of reducing clothing waste and creating positive change for the environment and people. Every action we take is rooted in making a measurable difference.

ACCESSIBILITY

Recycling and reusing clothing should be easy and available to everyone. We work to break down barriers so that sustainable choices are easy and within everyone's reach.

EDUCATION

Knowledge is power. We're committed to educating people about textile waste and equipping the next generation to create a better future.

20,000+

We're proud to have provided clothing to over 20,000 people, including students in need through our school program. Every piece of clothing redistributed helps reduce waste and support our communities.



TRANSPARENCY

If you know us, you know one of our biggest motivations is changing our industry from within. Honesty, ethics, and transparency guide everything we do, from how we operate to the partnerships we build.

BOLD LEADERSHIP

We've challenged the status quo and are changing the way clothing is recycled, reused, and valued.

SUSTAINABILITY

Protecting America and our planet is non-negotiable. Our mission is grounded in building a future where clothing waste no longer harms our environment.

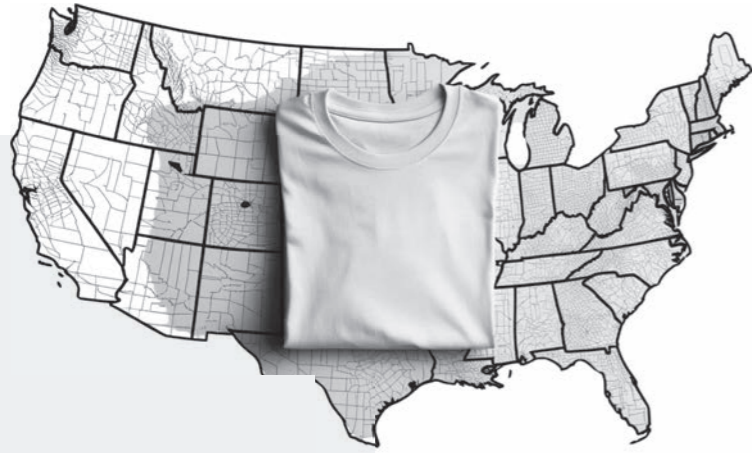
75 MILLION ITEMS

We've recovered and diverted over 75 million items of clothing from landfills, giving them a second life instead of adding to environmental waste. Each item represents a step toward a more sustainable future and a powerful impact on reducing textile waste in our communities.



2024

GLOBAL SHIFTS IN REUSE AND RECYCLING



COLLECTIVE ACTION AND DEDICATION

At Apparel Impact, we are working hard to stay at the forefront of these changes, driving meaningful progress for the good of communities and the environment. This critical work requires capital, time, and coordinated efforts across government, businesses, and public behavior. Together, we can push the industry closer to a more sustainable future—but it will take collective action and dedication to make it a reality.

GLOBAL SHIFTS IN REUSE /RECYCLING

The year 2024 has witnessed significant developments in textile reuse and recycling, both globally and within the United States. These changes reflect a growing commitment to sustainability and a circular economy in the fashion and textile industries. Many believe these shifts signal that the world is beginning to wake up to the need to think differently about clothing—how it is produced, used, and discarded. However, there is still much work to be done.

LEGISLATIVE MILESTONES

In September 2024, California enacted the Responsible Textile Recovery Act (SB 707), becoming the first U.S. state to establish an extended producer responsibility (EPR) program for textiles. This legislation mandates that apparel producers participate in a statewide system for the collection, reuse, repair, and recycling of post-consumer textiles.

Producers are required to join a Producer Responsibility Organization (PRO) by July 1, 2026, with the program expected to be fully operational by January 1, 2030. Internationally, the European Union continues to lead the charge with its Circular Economy Action Plan, which aims for a 55% recycling rate for plastic packaging and 30% for textiles by 2030. France and Sweden have expanded their EPR programs, requiring brands to manage the lifecycle of their products. These legislative moves highlight a growing global focus on reducing textile waste and building a more sustainable future.

TECHNOLOGICAL INNOVATIONS

Advancements in recycling technologies have been pivotal in 2024. Eastman Chemical Company's molecular recycling plant in Kingsport, Tennessee, has set a benchmark by recycling 110,000 metric tons of waste annually, including polyester textiles. This is great news for the United States, as European countries have historically led the way in textile recycling initiatives—until now. Additionally, startups like Circ are scaling textile-to-textile recycling operations through partnerships, such as their collaboration with Aditya Birla Group's Birla Cellulose.

MARKETS, CHALLENGES AND LOOKING AHEAD...

These innovations bring the promise of closing the loop on textile production closer to reality. While this progress is promising, the economic viability of such technologies has faced challenges in Europe. Many companies there have struggled due to markets, manufacturers, and brands being unwilling to prioritize sustainability and environmental responsibility over profit. To overcome this, the technology and science behind textile recycling must evolve to offer a competitive—or at least comparable—price and deliver equivalent product outcomes. This would create a straightforward, compelling choice for brands and companies, making sustainability an easy and practical option.

MARKET DYNAMICS

The global textile recycling market grew significantly in 2024, with a valuation of \$6.08 billion and projections to reach \$8.49 billion by 2032. This growth reflects increased consumer demand for sustainable fashion, the rise of secondhand marketplaces, and government initiatives promoting waste reduction. In the United States alone, the textile recycling industry is expected to generate \$1.1 billion in revenue this year, driven by shifts in consumer behavior and state-level sustainability programs.

CHALLENGES

While progress in textile recycling is notable, challenges persist. Globally, only 12% of textile waste is recycled, often downcycled into

insulation or rags. Developing countries, reliant on secondhand clothing imports, lack recycling systems due to corruption, economic struggles, or inattention, missing opportunities to manage waste, create jobs, and boost economies. Without infrastructure, unwanted clothing accumulates, causing environmental hazards and stagnation. Even in developed nations, scaling recycling technologies and fostering collaboration remains difficult. Private businesses must take the lead, as non-profits have tried but often lacked the resources to drive lasting solutions. Significant investment, innovation, and consumer behavior changes are crucial for success.

LOOKING AHEAD

The developments of 2024 reflect a pivotal moment for the textile industry. Legislative actions, technological breakthroughs, and evolving consumer attitudes suggest that the global community is starting to prioritize sustainability in textiles. However, the path to a truly circular economy will require coordinated efforts, from advancing infrastructure in underserved regions to driving systemic change at every level of the value chain.

At Apparel Impact, we're proud to be part of this evolving narrative, working tirelessly to build solutions that prioritize reuse, recycling, and a brighter future for textiles. The journey ahead is challenging, but by working together, we can transform the way the world thinks about clothing and its impact on the planet.

2024 MILESTONES



VETERAN OWNED BUSINESS OF THE YEAR

Apparel Impact was honored as the SBA Veteran-Owned Business of the Year 2024, recognizing our dedication to sustainability, innovation, and supporting communities through textile recycling initiatives.

EASTERSEALS VETERANS COUNT BUSINESS OF THE YEAR

Apparel Impact was honored as the Easterseals Veterans Count Business of the Year 2024, recognizing our dedication to supporting veterans and making a positive community impact.

2024 ENVIRONMENTAL CHAMPION AWARD

Apparel Impact received the Aquarion 2024 Environmental Champion Award, celebrating our commitment to environmental sustainability and innovative efforts in textile recycling to protect natural resources.

2ND FASTEST GROWING NH COMPANY

Apparel Impact was recognized as the 2nd Fastest Growing Company in New Hampshire, highlighting our rapid growth, innovative solutions, and commitment to community and sustainability.



2024 REAL IMPACT

11.65 BILLION GALLONS OF WATER SAVED.

500 MILLION OF KWH SAVED.

83,237,415 POUNDS OF CO₂ SAVED.

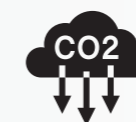
\$800,000 SAVED IN TAXPAYER WASTE MANAGEMENT

160,000 POUNDS OF HARMFUL CHEMICALS REMOVED



WATER SAVED

Recycling textiles reduces the need for water-intensive processes like growing cotton and dyeing fabrics, saving over 11.65 billion gallons of water—enough to support thousands of communities.



CO₂ SAVED

By reusing and recycling clothing, we prevented 37,765 metric tons of CO₂ emissions, equivalent to taking thousands of cars off the road for a year.



ENERGY SAVED

Recycling avoids the energy-intensive steps of producing new clothing, saving over 500 million kilowatt-hours—enough to power hundreds of homes for a year.



TAX DOLLARS

By keeping over 17.6 million pounds of textiles out of landfills, we saved municipalities and taxpayers over \$800,000 in waste management costs.



CHEMICALS

Recycling 17.6 million pounds of clothing prevented 160,000 pounds of harmful chemicals, reducing waterway and ecosystem contamination from textile production.

REAL PEOPLE REAL IMPACT

4,000+
PEOPLE

PROVIDED FOR OVER
FOUR-THOUSAND
PEOPLE AND FAMILIES
IN NEED.

200 SCHOOL
REQUESTS

SUPPLIED CLOTHING
TO 25 SCHOOL DISTRICTS.

1,200
EDUCATED

FIRST IN THE NATION EDUCATIONAL
COMIC BOOK, TEAM IMPACT!™,
TEACHING KIDS ABOUT TEXTILE
WASTE AND SUSTAINABILITY.

THE MISSION: DOUBLE THE IMPACT BY 2026.

IN OUR DNA

Diverting clothing and textiles from landfills has always been our primary mission, creating a massive environmental impact that grows each year. Reducing waste and combating textile pollution is the foundation of our work, and we're proud of the difference we make.

This mission goes deeper—it's been part of our DNA long before our founding. Providing clothing, shoes, and accessories to people, families, and students has always been a core part of who we are. As we grow, our outreach grows and becomes an essential extension of our impact. Our ability to provide for those in need adds a layer of meaning to everything we do. It's not just about waste diversion—it's about making sure people, students and families have access to the essentials, building a legacy of care, sustainability, and real change. When a social worker can click a button and have clothing delivered to a school for a child who may not have enough, that's the kind of change that matters. It's a fulfillment that reminds us why we do what we do every single day.

From the very beginning, when we had just one drop-off bin, we've been willing to take on the risks others avoid. We've faced the underground players, exposed misleading nonprofits, and challenged bad actors in the

industry—all because we believe in doing what's right, not what's easy. Our impact has grown with every risk taken, every boundary pushed, and every family helped. This is why we exist: to clothe more people, support more families, and provide for more students, year after year.

With the launch of our municipal program, we are poised to revolutionize the industry. Towns across the Northeast and beyond will finally have the tools to reduce waste, increase recycling, and educate the next generation, all while ensuring that a child in need can receive a full wardrobe with the click of a button. No more settling for unreliable, unresponsive and insincere service providers, with minimal impact. It's time for a new standard.

Apparel Impact is changing how we all think about clothing—capturing it, diverting it, providing it, reusing it, and recycling it. This isn't just a program; it's a movement. Together, we're not just shaping the future—we're building a better America. Don't get left behind. Join us in making a difference that truly matters.

WE'RE PROUD TO BE MAKING A REAL DIFFERENCE—
HELPING THE ENVIRONMENT, SUPPORTING THOSE IN NEED,
AND LEADING THE WAY IN TRANSFORMING AN INDUSTRY
FOR THE BETTER. WE HOPE YOU JOIN US ON THIS
INCREDIBLE JOURNEY.

REAL PEOPLE

Since our founding, connecting with real people, providing clothing, and engaging through face-to-face outreach has been at the core of Apparel Impact's mission and DNA.

REACHING STUDENTS

We focus on getting clothing to kids who need it and teaching the next generation practical ways to reduce clothing waste through recycling.

EDUCATIONAL COMIC

We created the first-of-its-kind comic book to entertain and educate the next generation about textile waste, clothing recycling, and inspiring them to be the change.

COMICS THAT TEACH, INSPIRE, AND CHANGE THE WORLD

Let's rewind to the 80s and 90s, a time when life felt carefree. You'd ride your bike for hours, grab a slushy at 7-Eleven, and watch Saturday morning cartoons. One cartoon stood out, not just for entertainment, but for its message: Captain Planet. You remember the theme song: "Captain Planet, he's our hero. Gonna take pollution down to zero!" It was our first glimpse of superheroes fighting for something bigger—saving the planet.

Now, over 30 years later, that message still resonates. We're channeling that same energy into Team Impact!™, a new comic series aimed at teaching the next generation about recycling and reducing waste. Like Captain Planet, Team Impact!™ is a group of heroes on a mission to inspire action and show how small changes can make a big difference.

Whether it's recycling, reusing, or spreading the word, we can all be heroes for the planet. Get ready for Team Impact!™—they're just getting started!



WHAT IT'S DESIGNED TO DO

Our comic book series empowers the next generation to understand textile waste, embrace recycling, and take action for lasting change.

WHY IT WORKS

By combining entertainment with education, our comic book inspires curiosity and action. Paired with lesson plans and teacher guides, it equips educators to engage students and foster lasting change in sustainability.

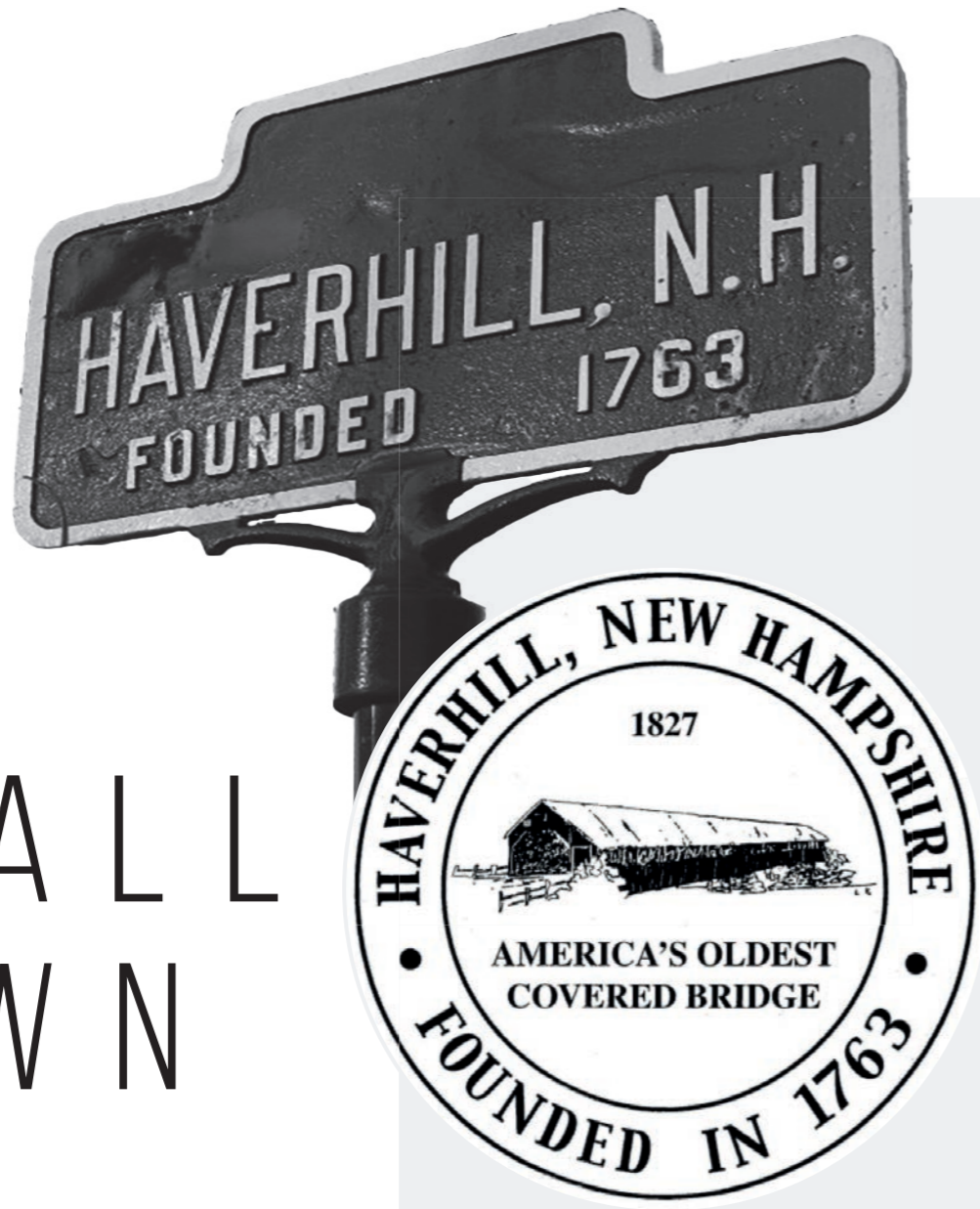
HOW IT WORKS

Join the movement! When towns, school districts, or schools join and host Apparel Impact drop-off bins, they unlock access to our comic book series, teacher guides, and lesson plans. Together, we empower students to take action and lead the charge against textile waste.



INSPIRING THE NEXT GENERATION TO SOLVE TEXTILE WASTE THROUGH EDUCATION, ACTION, AND STORYTELLING.





SMALL
TOWN
BIG
IMPACT

THE HAVERHILL EFFECT:

LEADING
BY
EXAMPLE

A COMMUNITY THAT TOOK ACTION

» Believing in the Mission: Haverhill stood behind the goal of reducing textile waste by promoting and hosting a drop-off location at their Town Hall.

INSPIRING GROWTH

» From one bin to a dedicated shed, their commitment proved how small actions can lead to a significant environmental impact.

REMARKABLE RESULTS IN YEAR ONE

» With a population of just 4,500, Haverhill diverted 70 TONS of clothing—42% of all textile waste—from their waste stream in the first year.

HOW ONE SHED MAKES A DIFFERENCE

Haverhill's single drop-off location provided a convenient, impactful way to capture and reuse clothing that would otherwise be wasted.

TURNING WASTE INTO OPPORTUNITY

By reusing and recycling diverted clothing, Haverhill saved resources, reduced landfill use, and showed how every town can make a difference.



70 TONS
Annually



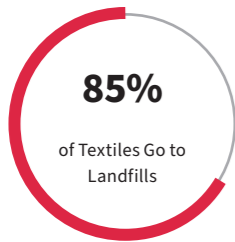
42%
Saved from
Waste Stream



#1
Fastest Diversion
Growth in NH

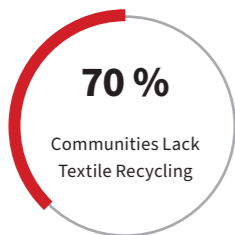
SHAPING POLICY, DRIVING IMPACT

WORK WITH LEGISLATORS



The Challenge We Face

With 85% of textiles in landfills, collaborative efforts are essential to drive meaningful change.



Opportunities or Action

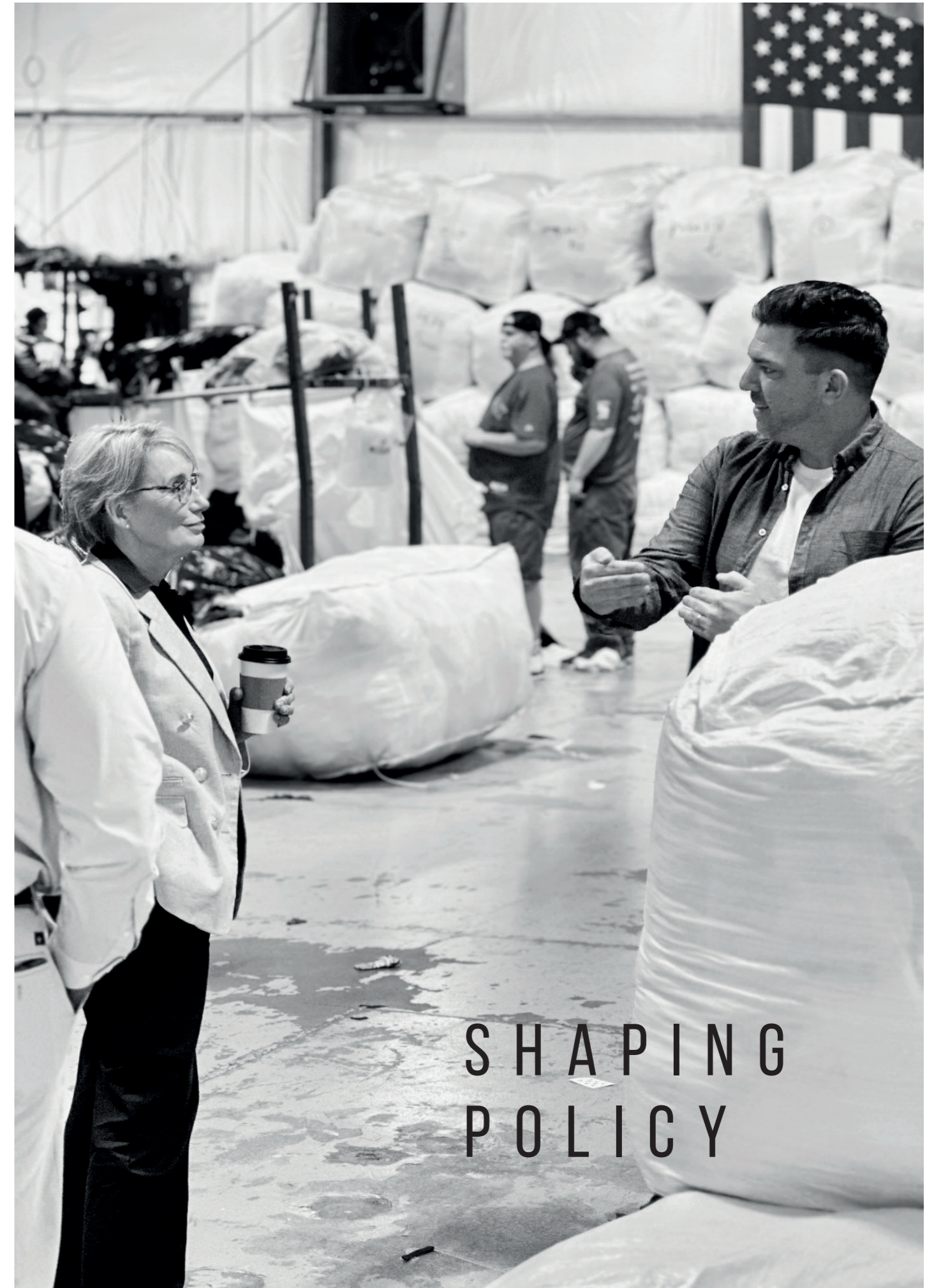
Most communities don't have access to textile recycling programs, highlighting the need for innovative partnerships.

SENATOR HASSAN HIGHLIGHTS THE CHALLENGES OF TEXTILE WASTE

Senator Maggie Hassan of New Hampshire has taken a strong interest in addressing the growing issue of clothing waste across the country. During her visit to Apparel Impact, she engaged in discussions about the challenges of textile waste and explored innovative solutions. Senator Hassan also invited Joe Whitten, CEO of Apparel Impact, to her annual Innovate NH Event to highlight the critical issue of textile waste and showcase how Apparel Impact is leading the way in combating it through recycling, reuse, and education. This partnership underscores the importance of collaborative efforts to tackle environmental challenges.

LEGISLATIVE SPOTLIGHT: FAST FASHION CAUCUS

Congresswoman Chellie Pingree of Maine launched the Fast Fashion Caucus in 2024 to address the growing environmental and social challenges posed by the fast fashion industry. The caucus focuses on reducing textile waste, supporting circular economy practices, and exploring policy solutions to mitigate the harmful impacts of overproduction and overconsumption in the fashion sector. Apparel Impact provided insight and counsel during discussions, offering expertise on textile recycling and reuse to inform legislative approaches. This initiative marks an important step toward fostering collaboration between policymakers and industry leaders to tackle the systemic issues within the fashion industry and encourage sustainable practices nationwide.



SHAPING
POLICY

STATE-BY-STATE TONNAGE

WHY ONE DROP-OFF BIN ISN'T ENOUGH

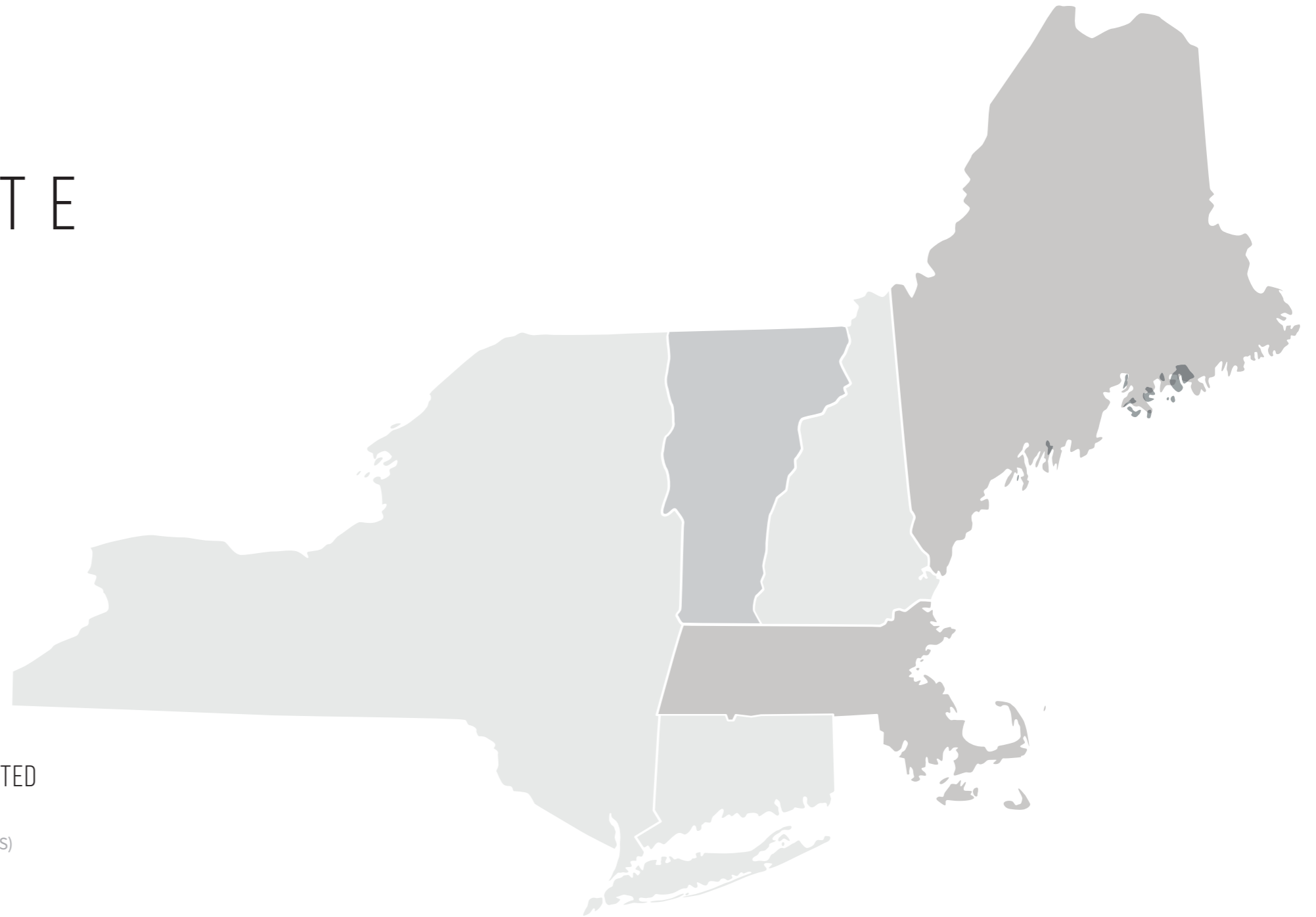
Towns relying solely on a drop-off bin at the transfer station often fall short in their diversion efforts. While these bins serve a purpose, their limited accessibility significantly restricts the amount of clothing collected for reuse and recycling.

EXPANDING ACCESSIBILITY = GREATER IMPACT

Adding multiple drop-off points in high-traffic areas throughout the town, beyond the transfer station, drastically improves collection rates. Convenient locations make it easier for residents to participate, increasing engagement and overall contributions.

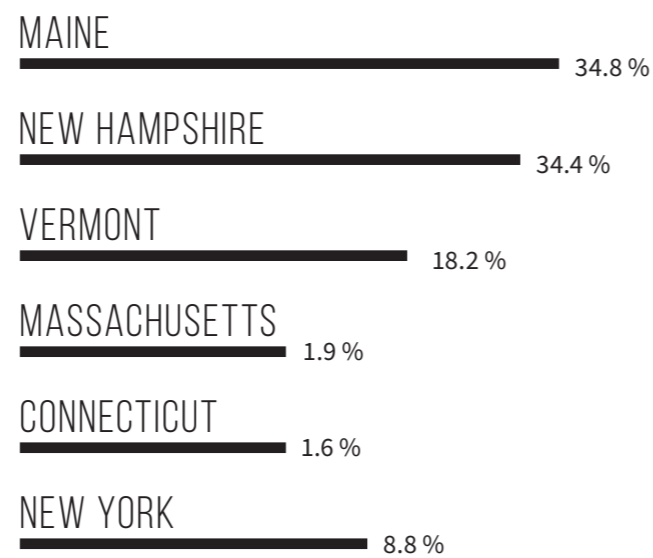
THE 80% RULE

Towns with multiple, accessible drop-off bins see an average 80% increase in the diversion of clothing from landfills. This reduces waste, ensures more items are reused and recycled and makes a real impact.



TOTAL TONNAGE COLLECTED

2024 : 17,694,800 LB. (8,847 TONS)



2024 TONNAGE BY STATE

MAINE: 3,080 TONS

NEW HAMPSHIRE: 3,060 TONS

VERMONT: 1,598 TONS

MASSACHUSETTS: 171 TONS

CONNECTICUT: 150 TONS

NEW YORK: 786 TONS

2024 TONNAGE REPORT



FOOD CITY IS LEADING THE WAY IN SUSTAINABILITY.

Food City, a local Maine grocery store, partnered with Apparel Impact to make clothing reuse and recycling accessible to Bridgton families. Over the past year, their drop-off bin has diverted over 20 TONS of textiles from landfills while supporting the community.

This success highlights the power of businesses like Food City to lead in sustainability and create meaningful change.

TONNAGE	2024	% OF MAINE
1. Acton	11.36	0.37%
2. Albion	0.32	0.01%
3. Alfred	18.72	0.61%
4. Andover	0.75	0.02%
5. Arundel	3.43	0.11%
6. Athens	7.37	0.24%
7. Auburn	14.96	0.49%
8. Augusta	62.03	2.01%
9. Avon	3.85	0.13%
10. Bangor	38.01	1.23%
11. Bath	29.79	0.97%
12. Belfast	10.90	0.35%
13. Belgrade	4.98	0.16%
14. Berwick	21.29	0.69%
15. Bethel	11.29	0.37%
16. Biddeford	94.73	3.08%
17. Blue Hill	16.48	0.54%
18. Bowdoinham	4.08	0.13%
19. Brewer	9.19	0.30%
20. Bridgton	20.20	0.66%

2024 TONNAGE REPORT

LEAD THE CHANGE: ACT NOW TO CAPTURE CLOTHING WASTE

Your town's sustainability efforts can start today. Apparel Impact offers trusted, best-in-class services to divert textiles from landfills.

TONNAGE	2024	% OF MAINE
21. Brooks	4.96	0.16%
22. Brunswick	97.71	3.17%
23. Buckfield	5.95	0.19%
24. Bucksport	4.47	0.15%
25. Buxton	23.88	0.78%
26. Cape Elizabeth	48.88	1.59%
27. Cape Neddick	1.49	0.05%
28. Casco	2.70	0.09%
29. Chelsea	15.91	0.52%
30. Clinton	17.08	0.55%
31. Corinna	3.29	0.11%
32. Cumberland	18.57	0.60%
33. Damariscotta	3.13	0.10%
34. Dayton	7.79	0.25%
35. Dixfield	4.52	0.15%
36. Dresden	3.80	0.12%
37. Durham	2.02	0.07%
38. East Waterboro	47.23	1.53%
39. Eliot	15.23	0.49%
40. Ellsworth	14.61	0.47%

2024 TONNAGE REPORT



FARMINGTON BUSINESSES LEADING THE CHARGE IN TEXTILE DIVERSION.

Local Farmington businesses are driving sustainability by partnering with Apparel Impact to increase clothing reuse and recycling. Mount Blue Shopping Center and J&G Properties have helped boost textile diversion in Farmington by an astounding 1,400% this year alone. These partnerships showcase how private businesses can create meaningful change, reducing waste and supporting their community through bold, forward-thinking actions.

TONNAGE	2024	% OF MAINE
41. Embden	2.90	0.09%
42. Fairfield	7.63	0.25%
43. Falmouth	11.58	0.38%
44. Farmingdale	19.78	0.64%
45. Farmington	55.02	1.79%
46. Fayette	2.00	0.06%
47. Freeport	61.04	1.98%
48. Fryeburg	9.13	0.30%
49. Gardiner	9.45	0.31%
50. Gilead	0.71	0.02%
51. Gorham	68.11	2.21%
52. Gray	34.78	1.13%
53. Greene	6.30	0.20%
54. Greenwood	4.26	0.14%
55. Hallowell	4.64	0.15%
56. Hampden	19.00	0.62%
57. Hancock	3.54	0.11%
58. Hartford	1.56	0.05%
59. Hartland	7.85	0.25%
60. Hermon	9.07	0.29%

2024 TONNAGE REPORT

TRANSFORM TEXTILE WASTE BEFORE IT'S TOO LATE

Let's prevent landfill overflow. Apparel Impact's proven service is the trusted choice for sustainable, impactful change.

TONNAGE	2024	% OF MAINE
61. Holden	13.55	0.44%
62. Jay	30.58	0.99%
63. Kennebunk	14.56	0.47%
64. Kennebunkport	41.65	1.35%
65. Kittery	22.36	0.73%
66. Lebanon	41.97	1.36%
67. Lewiston	15.46	0.50%
68. Limerick	6.23	0.20%
69. Limington	12.92	0.42%
70. Lisbon	23.30	0.76%
71. Lisbon Falls	9.13	0.30%
72. Litchfield	11.36	0.37%
73. Livermore	11.43	0.37%
74. Livermore Falls	2.58	0.08%
75. Madison	31.40	1.02%
76. Manchester	2.44	0.08%
77. Mechanic Falls	6.70	0.22%
78. Mercer	5.41	0.18%
79. Mexico	10.38	0.34%
80. Minot	9.00	0.29%

2024 TONNAGE REPORT



“We are thrilled to share our positive experience working with Apparel Impact and the tremendous difference their efforts have made in our community. Their dedication to sustainability and recycling has not only aligned with our values but has also brought measurable benefits to our residents and the broader community. Apparel Impact has provided our residents with an easy, accessible way to contribute to environmental preservation and the work Apparel Impact is doing is a testament to how innovative partnerships can create lasting change.” - Cora Lanclos
 Director of Property Management

TONNAGE	2024	% OF MAINE
81. Monmouth	6.39	0.21%
82. Mt Vernon	1.28	0.04%
83. Naples	20.25	0.66%
84. Newcastle	1.30	0.04%
85. New Gloucester	6.94	0.23%
86. Newport	15.97	0.52%
87. New Sharon	3.26	0.11%
88. Norridgewock	13.43	0.44%
89. North Auburn	4.99	0.16%
90. North Berwick	18.58	0.60%
91. Northport	2.25	0.07%
92. North Waterboro	6.94	0.23%
93. North Yarmouth	12.13	0.39%
94. Norway	18.44	0.60%
95. Oakland	10.59	0.34%
96. Ogunquit	8.25	0.27%
97. Old Orchard	12.77	0.41%
98. Old Orchard Beach	39.61	1.29%
99. Orland	7.10	0.23%
100. Orono	9.23	0.30%

2024 TONNAGE REPORT

PARTNER FOR PROGRESS: TRUSTED TEXTILE RECYCLING

Apparel Impact helps towns lead in sustainability, recycling and cost savings. Don't wait—join us to capture textiles before they harm your town and our country.

TONNAGE	2024	% OF MAINE
101. Orrington	6.42	0.21%
102. Otisfield	5.95	0.19%
103. Oxford	21.72	0.71%
104. Pittsfield	5.23	0.17%
105. Pittston	6.32	0.21%
106. Poland	12.98	0.42%
107. Portland	80.63	2.62%
108. Randolph	4.00	0.13%
109. Raymond	14.84	0.48%
110. Readfield	3.65	0.12%
111. Rockland	5.10	0.17%
112. Rockport	16.29	0.53%
113. Rumford	27.85	0.90%
114. Sabattus	13.36	0.43%
115. Saco	49.98	1.62%
116. Sanford	171.12	5.56%
117. Scarborough	89.90	2.92%
118. Searsport	2.02	0.07%
119. Shapleigh	8.14	0.26%
120. Skowhegan	25.99	0.84%

2024 TONNAGE REPORT



STANWOOD FAMILY: CHAMPIONS OF SUSTAINABILITY IN SOUTH PARIS.

The Stanwood family, owners of Cornwall Shopping Center in South Paris, Maine, have shown how businesses and accessible locations can dramatically improve textile diversion and clothing reuse. By partnering with Apparel Impact, they increased textile diversion in South Paris by an impressive 80%.

Their support for recycling goes beyond environmental impact—they chose Apparel Impact for its Veteran-owned roots and the positive difference their site could make for others.

The Stanwood family proves that thoughtful action and community partnerships create lasting change.

TONNAGE	2024	% OF MAINE
121. Smithfield	1.97	0.06%
122. South Berwick	27.40	0.89%
123. South China (Town of China)	8.28	0.27%
124. South Paris	109.85	3.57%
125. South Portland	42.32	1.37%
126. Standish	19.12	0.62%
127. Steep Falls	2.26	0.07%
128. Stockton Springs	2.13	0.07%
129. Sumner	3.87	0.13%
130. Thomaston	25.02	0.81%
131. Thorndike	1.77	0.06%
132. Topsham	35.24	1.14%
133. Trenton	2.36	0.08%
134. Turner	28.89	0.94%
135. Union	2.42	0.08%
136. Vassalboro	9.41	0.31%
137. Verona Island	3.58	0.12%
138. Waldoboro	18.11	0.59%
139. Wales	3.57	0.12%
140. Warren	3.20	0.10%

BEST IN CLASS, PROVEN IN SUSTAINABILITY

Textile waste is growing. Apparel Impact delivers results towns can trust to lead efforts in reuse and landfill diversion.

2024 TONNAGE REPORT

TONNAGE	2024	% OF MAINE
141. Waterboro	11.32	0.37%
142. Waterville	135.41	4.40%
143. Wayne	10.63	0.35%
144. Wells	124.15	4.03%
145. Westbrook	32.91	1.07%
146. West Paris	5.10	0.17%
147. Whitefield	3.20	0.10%
148. Wilton	9.89	0.32%
149. Windham	100.18	3.25%
150. Winslow	29.34	0.95%
151. Winthrop	32.72	1.06%
152. Wiscasset	11.18	0.36%
153. Woolwich	4.27	0.14%
154. Yarmouth	35.50	1.15%
155. York	4.88	0.16%

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