

## The Mannequin Project:

# Tackling Fast Fashion

When you walk into a store, do you ever take the time to think about the sustainability of your surroundings? While many of us are aware of the environmental impact of fast fashion, our understanding of it is far from complete. Many focus on the industry's labor conditions, the quality of clothing, and the pollution caused by excess waste.

However, the consequences of fast fashion go far beyond that. Every aspect of this business model can contribute to excessive waste and pollution — but the flipside is that every aspect is also an opportunity to divert that impact towards sustainable outcomes.



## Project Snapshot

At CheckSammy, we work with a variety of clients across numerous industries. Recently, a fashion industry client contacted us with a huge problem: over 55,000 mannequins and no clue what to do with them.

When they approached us, we knew we had to develop a sustainable solution. So, we put our heads together and got to work, creating a plan of action to process the 55,243 mannequins. We used various methods like shredding, source separation, and waste-to-energy (WTE) recycling.

**The result? 164 tons of CO2 reduced, 54 tons of metal recycled, and 170 tons of plastic diverted—all while supplying the equivalent of a year's worth of electricity to about eight homes.**



## Client Snapshot

This fashion retailer was undergoing a transition towards more shape and size-inclusive mannequins, to better reflect the diversity of their customer base.

## The Problem

They had a big hill to climb before they could implement this idea: almost 60,000 mannequins at stores all over North America that would now be unusable.

The client was concerned with brand reputation and environmental responsibility, but they also wanted to re-invent their mission and generate positive PR by making their mannequins more diverse. But how could they do both? How are the recycled materials you're using making a difference? And more pressingly: how can you recycle items from all over North America?

**The answer is, of course, with CheckSammy!**

## The Solution

This client had already worked with CheckSammy on smaller side projects, and they knew we could handle the job.

This retailer's audience, like many others, has developed a clear interest in supporting companies that support the environment, so an eco-friendly endeavor was key.

Our client tasked us with developing a sustainable solution for collecting, diverting, and recycling 55,243 mannequins from stores across North America. This was a big project with a focus on logistics.

CheckSammy formed a network that fed all unusable items directly into just twenty destinations using bulk recycling pickup. We used our hub-and-spoke logistics model to transport mannequins from 669 unique locations. From there, we transported the mannequins to 121 staging facilities, where they were held, consolidated, and prepared to be sent to one of North America's 20 different end destinations.

# The Result

Despite numerous logistical challenges, the Mannequin Project was an overwhelming success.

Overall, we diverted the equivalent of 164 tons of carbon dioxide away from the atmosphere while recycling 107,341 pounds (54 tons) of metal. This saved 216 cubic yards of landfill space—and we're not even halfway done.

Plastic recycling was more involved than metal but was successful nonetheless. After months of hard work, we were able to divert a total of 340,455 pounds (170 tons) of plastics from the landfill. This was a huge win for our environment and a great collaborative effort between our departments.

We achieved this goal through two processes: shredding and source separating, along with WTE.

In total, we recycled 62,694 pounds (31 tons) of hard plastic from the mannequins. We also recycled 277,761 pounds (139 tons) of polyurethane from the mannequins. Of the total plastics sent to WTE, 44,259 pounds (22 tons) were recycled for road-grade material.

**The results of this project were a success for our client and us.** We connected with new channel partners, created a new blueprint and processes for bigger projects in the future, built out our logistics and hauler network through this process, and established an end-of-list destination.

The new channel partners can leverage the relationships they built here on future projects. And, we'll be able to use the relationships we established here on larger projects in the future.

**Overall, it was a win for everyone involved.**

We started this project with a few goals in mind, and we achieved most of them in the end. We developed processes for recycling that were not previously available in our industry. We found out that other companies offer similar services, but not on such a large scale as CheckSammy does. The collection points we used were scattered across the country and only sometimes open 24/7. In contrast, CheckSammy's collection points are available from morning until night.

**The bottom line is that our project was a success in terms of sustainability and helping reduce waste in our environment.**



**55,243  
MANNEQUINS**



## MANNEQUIN FORMS

- Rear
- Chest
- 3/4 form
- Full form
- Leg form

