



Reuse and resale of textiles - how we do it at Kierrätyskeskus Oy

The Nordic Textile Collaboration 13.3.2024

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- Kierrätyskeskus in a nutshell
- From donation to sale – the process behind the scene
- Textiles in resale and for reuse

Kierrätyskeskus in a nutshell

Pääkaupunkiseudun Kierrätyskeskus is a nonprofit company established in 1990 with the aim of

- reducing the consumption of natural resources,
- raising environmental awareness,
- increasing opportunities for participation and employment.

All profits are directly used to fund our environmental work and employment.

- 13 second-hand stores in the Helsinki Metropolitan Area and an online store.

Workshops:

- repairing workshops for bicycles and electronics
- upcycling workshops Plan B for furniture and textiles and Näprä for handicraft materials

Other services:

- environmental education
- environmental consultancy to companies and organizations

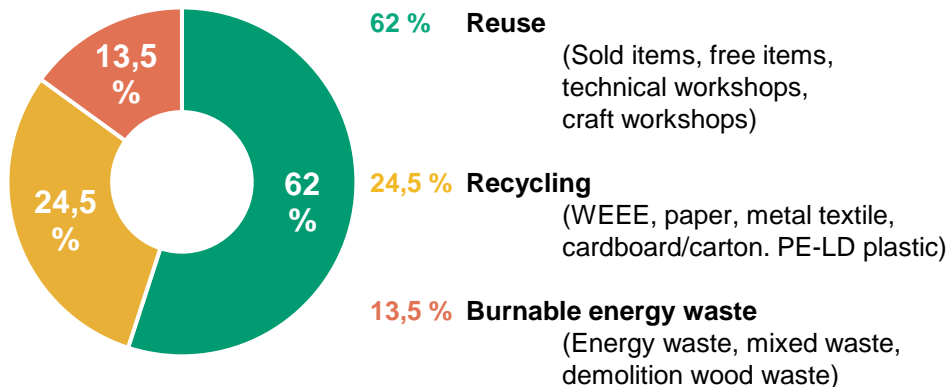


Kierrätyskeskus in a nutshell

Key figures 2023

- Items passed on: **7,5 million**
- Around **55 %** was sold and **45 %** was handed out for free
- Revenue: 16,4 million €

Material flows:



Environmental savings by reuse:



62,6
million kilos of
natural resources

This equals
the annual natural
resources consumption of
1,565
Finns.



22,4
million kilos of avoided
carbon dioxide emissions

This equals
the annual
CO₂ emissions of
2,239
Finns.

Nothing was exported



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From donation to sale - the process behind the scene



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The heart – sorting and logistics center

All textile donations go through the sorting and logistics center (Nihtisilta, Espoo)

- Focused competence
- Efficiency: Flowthrough ca. 16 000 kg/week textiles
- Uniform sorting and pricing
- Inventory management, seasonal stock
- Centralized waste management
- Automatic restocks to stores (ERP-reports) + additional manual orders



The function of the sorting and logistics center is a necessity for successful reuse and resale

Sorting & pricing

Textiles: Clothing 80%, home textiles 20%

Textiles are sorted to

- **Resale in current condition**
- Reusable

Resale textiles (in current condition) are sorted to

- Premium (a few %) to Kierrätyskeskus and Marimekko pre-loved online stores
- Bulk to brick and mortar stores

From reusable

- hand picked clothing and accessories (a few %) to Plan B –workshop for **The Most Wanted –label to be sold**
- hand picked home textiles for the **Plan B –collection to be sold**
- Bulk is handed out for free through Free items –rooms



Non reusable + surplus from Free items –rooms

- Energy utilization
- Sorting for recycling

On-season textiles are priced and off-season are stored



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Textile flows 2023

Textiles tot. ca. 850 000 kg / ca. 2 800 000 items

- 42% sold
- 42% handed out for free
- 16% energy utilization (+recycling)
- **Nothing is exported abroad**

} Reuse rate 84%



Resales of textiles has grown steadily

Textiles in resale and for reuse

The store environment and display of textiles



Textiles sold in current condition

- Goal: easy and appealing to find and buy
- Benchmarking stores selling novel products
 - Uniform (visual) concepts
 - Clear categories/sections
 - On-season selection
 - Price tags on each product
 - Rotation/change of selection by pricing categories:
4 -12 weeks > free items -rooms
 - Division by gender,
type of clothing, colour etc.
 - Clean and tidy in general

Sales ca. 7 200 textile items / week



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The store environment and display of textiles



Textiles sold in current condition

Goal: easy and appealing to find and buy

- Garments on hangers and racks
- Gaps between racks are wide, the height of racks right, carpets under long dresses etc.
- Plus-size collection
- The new arrivals collection
- Fitting booths: spacious, mirror, chair, several hooks on both sides
- Signs: guide and make possible to find – always need to improve

Message on the wall, a pun: Clothes that support reusing ideas



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The Plan B -collection



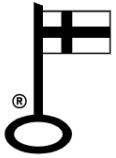
- Shop in shop, at Nihtisilta-store and online shop
- Unique garments, bags, pillows, etc. small products
- Traditional "trashion" brand since 2006, renewed over years, now own collection of ca. 20 products



The Plan B -collection



- Designing and sewing at Plan B –workshop, Espoo, Finland
- Upcycled from donated fabrics, home textiles and accessories.
- Small in volume
- Requires professional skills
- Products are naturally expensive vs. resale bulk
- Several collaboration pilots with companies: no success
- markets for pricey, sustainable and domestic products are marginal



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The Most Wanted -collection



- Shop in shop, at selected stores and online
- Curated collection: **good quality** Finnish clothing, handicrafts and needleworks, certain brands of the 90's and millenium, historical gems, trend clothing etc.
- Defined customer profiles
- Min. selling price 20 €
- Hand picked out of reusable bulk
- Gone through light clothing maintenance at Plan B –workshop (steaming, stain removal, button sewing etc.)



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The Most Wanted - collection

- Recognising potential items requires expertise and constant monitoring "what's in or trendy"
- Marginal in volumes, but potential
- Upcycling: gems are picked up, polished and sold on a silver plate with a reasonable price



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Handicraft service Näprä and material wholesale

- All kinds of handicraft material for sale, also pieces and patches of cloth, yarns etc.
- At every store, a stand or a section, and online shop
- Handicraft workshops for groups
- **Materiaalitukku / wholesale distributes free craft materials to non-commercial organisations**



- Others, with loyalty member card, can buy materials from wholesale budget price per kilo
- Volumes and sales are growing



Free items -rooms

- At every store: from a shelf or a nook to a large room
- Items: unsold from the store and unsaleable from sorting
- Restocked constantly / weekdays
- "Hard" items are most wanted, textiles are more challenging



Message on the wall, a pun: Funny to say everything is free in this section



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Free items -rooms

- A pilot to boost the reuse of textiles from free items –rooms: division by gender and type.
- Easier and more appealing but requires more resource – waiting for the results...



Media, influencing, education etc.

Buy with
consideration.

Keep with love.

Use second-
hand.

Hand out what
you no longer
need.

- We sell used goods but we urge people to think and act circular and reduce consumption: the aim is sustainable living
- Environmental aspects included in all communication, marketing and media
- Normalizing reuse – everybody is doing it
- Loyal member discount 10%, student discount 20%



Hanki harkiten – Kierrätyskeskus on luonnonystävän vaatekauppa

Tule shoppaamaan vaatteita ja asusteita ekologisesti, oli stailisi sitten leikkisä, tyylikääs tai ainurlaistuisesti just sun näköinen.

Laadukkaat second hand -vaatteet säästävät luontoa ja lompakkoo, ja unelkit asusteet kruunaavat lookin! Kierrätyskeskuksesta löydät päällepuettavaa koko perheelle arjen peruskampeista juhlien katseenkääntäjiin, luonnosta tinkimättä.

ANNA HYVÄN KIERTÄÄ!

Espoo: Nihtsilta, Finnoo
Vantaa: Koivukylä, Porttipuisto, Myyrmäki
Helsinki: Pasila, Kaisaniemi, Kyläsaari, Itäkeskus, Kontula, Oulunkylä, Redi

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Paper ad: Buy with consideration – Kierrätyskeskus is the clothes store for nature lovers



Project Runway – show & Kierrätyskeskus 2024



Kierrätyskeskus

Media, influencing, education etc.

- Groups visit the sorting and logistics center and the store – the most impressive educational environment of all
- Recognise good quality –wardrobe concept: learn what to check, the signs of quality, why quality is important etc. Also online.
- The receipt includes the calculation of natural savings as solid natural resources kg saved by reuse



You're more than a consumer

We believe a sustainable lifestyle will get a foothold

- because it's sensible
- because it's inspiring
- because it's the right thing to do

Find tips for sustainable lifestyle on our website and socials

- kierratyskeskus.fi, kierratyskeskus.fi/eng
- Facebook, Pinterest, Instagram, YouTube, LinkedIn

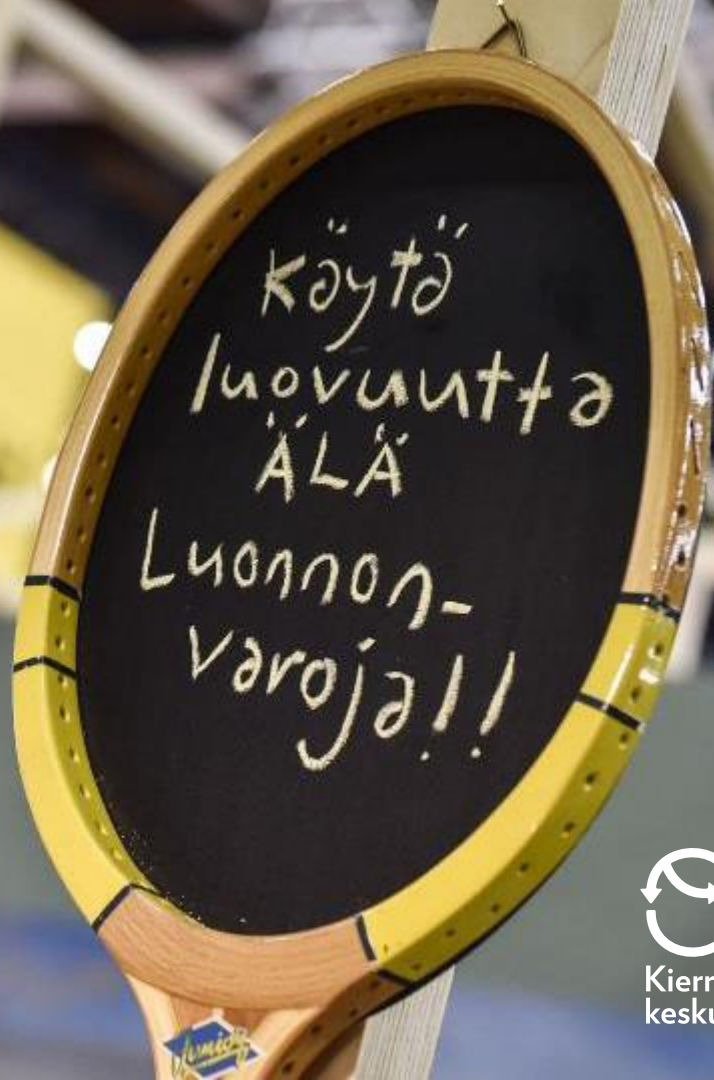


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Thank you!

*"Use creativity
NOT natural resources"*

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