



CIRCULAR BLU™

Redefining the Value of Waste

Information Guide



Circular Blu collects sterilization wrap from hospitals and upcycles it into high-quality, sustainable products for hospitals and businesses to help communicate their commitment to sustainability.

How We Do It

- *Coordinate with hospital management to create recycling programs around blue wrap*
- *Create a cost-benefit analysis showing realistic cost savings for implementing programs*
- *Help set up diversion logistics, signage and segregation trainings for staff*
- *Work with local and national waste haulers to coordinate pickups for your sterilization wrap*
- *Upcycle sterilization wrap into sustainable products such as tote bags, cinch bags and shoe bags*
- *Provide quarterly Impact Profiles that include cost-savings, sustainability, and community-benefit metrics*

Goals



- **To link net cost savings to the implementation of new programs.** We customize programs based on hospital limitations (i.e. space, budget, active contracts, etc).



- **To create community-based recycling programs that promote local and sustainable employment.** We partner with local companies to promote the wellbeing of neighboring communities that hospitals serve.



- **To divert 1 million pounds of sterilization wrap from landfill by 2020.** We can offer transparency of our supply chain by partnering with recyclers who engage with their local community and have shared missions with Circular Blu.



- **To create closed-loop upcycling programs in every hospital that uses sterilization wrap.** We upcycle sterilization wrap into products like tote bags, cinch bags and shoe bags to be sold back to hospitals at a discounted rate!



- **To measure the positive impact our programs are having on the environment and local communities.** We provide sustainability and community benefit metrics to convey impact back to your customers.



Circular Blu diverts clean blue wrap from hospitals to create sustainable, high-quality products.
We measure success by our social and environmental impact.

The World's Most Sustainable Tote Bag

Economic 	Social Benefit 	Environmental 
<p>Cost-savings assessments that portray clear financial benefits are completed before we launch programs.</p>	<p>Through our process, we create local jobs, and support employment opportunities for people with disabilities.</p>	<p>Each bag diverts 1/2 lb CO2e from the atmosphere. By upcycling sterilization wrap, we lower emissions and redefine the value of waste.</p>
<p>Our business model allow us to achieve economies of scale while basing our manufacturing in the U.S.A.</p>	<p>2% of product sales are donated to Massachusetts' leading disability employment organization, WorkWithoutLimits <small>Putting abilities to work in Massachusetts</small></p>	<p>Our LCA-backed production process mitigates harmful environmental and human health effects associated with other disposal methods.</p>
<p>Ideal for Maternity Departments, Farmer's Markets, Sustainability Initiatives, Gift Shops, and more...</p>	<p>Customizable Branding and Bag Tags are available to convey your message to customers. Ask us how!</p>	<p>We provide sustainability and community benefit metrics for FREE that can be adapted to your reporting guidelines.</p>

OUR BAGS



Storgq-B



Storgq-P



Joncas



Mobius



The World's Most Sustainable Tote



A Life Cycle Analysis was conducted by a third-party expert. Our bag production process was found to have a Net Positive impact, benefitting the following areas:

Eutrophication ↓ Carcinogenics ↓ Human Health ↑ Ozone Depletion ↓ Respiratory Effects ↓

500-800

\$ -



330-528 kWh saved
246-394 lbs CO2 saved
115-184 lbs of wrap diverted

Front



Back



Commitment Card Sample

YOUR COMPANY LOGO

Company Name
Company Department
Key Contact
Email Address

Draft a custom message to your customers communicating the company's initiative here. All aspects of this card including coloring are customizable.

www.yourwebsite.com
(555) 555-5555

Your Logo Here

Your mission statement

www.yourwebsite.com