



Hang on! Research highlights the damage of clothes hangers to the environment.

Research from Braiform, the world's largest re-user and recycler of garment hangers, has shown that clothes hangers can have just as detrimental an impact on the environment as plastic bags, straws and bottles in the fight against single use plastics.

Clothes hangers are often overlooked in the debate about plastic waste within the retail sector. Yet with potentially tens of billions of clothes hangers ending up in landfills annually, their impact on the environment is significant.

The research by Braiform, verified by the Carbon Trust, found that re-using a hanger nine times reduces carbon emissions by a massive 79% (when compared to the single use model). The environmental benefits of this saving could be significant if all retailers took part in a hanger reuse program.

Braiform has a truly global footprint and already helps its customers to re-use over 1 billion hangers every year. This process also leads to savings of more than 35,000 metric tonnes of plastic materials from going to waste and entering landfill, as well as importantly reducing costs for the retailers.

As the war on single use plastics intensifies, Braiform's hangers are being re-used on average nine times across the world and the business has partnerships with prominent high street fashion retailers and global brands.

For Immediate Release

By re-using hangers we can reduce the carbon emissions by 79%

The CO₂ savings of re-using 1 billion hangers per year represents:



The same amount of CO₂ generated from manufacturing 10.6 billion plastic straws



The same amount of CO₂ it takes to fly around the world 19 times



The same as removing more than 9000 black cabs from the road every year



The same amount of CO₂ generated from manufacturing over 4 billion plastic bags



For more details, please contact:

Braiform

Dr Jim Collingham
Head of Re-use Operations

jim.collingham@braiform.com
+44 (0) 114 257 2921

FTI Consulting

Jonathon Brill
James Styles
Andrew Todd

+44 (0) 203 727 1000

"We hope that this research helps bring plastic hangers into the wider public debate about the impact on our environment of single use plastics. By adopting a more circular economy model, retailers can become more sustainable which is better for both the environment and their customers.

"As the environmental costs associated with single-use plastics and waste gain wider public awareness, retailers have started to address these key challenges. Actions to improve retail's carbon footprint have rightly taken place, from plastic bags to plastic straws but there is still a long way to go."

Dr Jim Collingham, Head of Re-use Operations Braiform

About Braiform

Braiform's mission is to change the global retail industry for good, by offering garment hangers and packaging solutions that are better for business – and the environment. Braiform's UK Re-use Centre is located in Sheffield (with other facilities located in USA, China, Sweden, Turkey, Australia and UAE) and the Company is the largest global supplier of re-usable clothes hangers to high street retailers.

They supply over 2 billion items annually to well-known global retailers, re-using over a billion hangers each year. Braiform is the only global hanger company focused on reuse and their business model, as well as their ethos, is aligned with this.

Committed to Sustainability

The Carbon Trust has certified Braiform's Hanger Re-Use Program as a footprint model, demonstrating that re-use in the UK delivers carbon reductions. Braiform is an active member of the UK Plastics Pact and Sustainable Apparel Coalition. They work closely with Ellen Macarthur Foundation to develop circular business models that will help transition into a restorative and regenerative economy.

