

ESO Recycling and ReBound partner to advance circular footwear returns

by Apparel Resources News-Desk 24-March-2025 | 2 mins read



(L to R) Jelle Schoenmaker – EVP Product Returns and Managing Director- ReBound and Nicolas Meletioui, founder and managing director at ESO Recycling | Image Courtesy: <https://fashionunited.uk/>

In order to strengthen its adherence to Extended Producer Responsibility (EPR) laws and demonstrate its dedication to circular retail solutions, ReBound Returns has announced a strategic relationship with ESO Recycling.

The partnership will guarantee that non-resellable footwear is used rather than thrown away by giving merchants who use ReBound's omnichannel returns management platform access to ESO Recycling's material recovery knowledge.

ReBound expands its recycling portfolio to include footwear by incorporating ESO Recycling's capabilities. This enables products that would otherwise end up in landfills to be converted into new materials for uses that benefit society, such as playground floors and sports tracks.

This program responds to mounting customer and regulatory demand to lessen environmental effect and is in line with larger sustainability initiatives in the retail industry.

With ReBound managing more than 100 million returns a year, the collaboration guarantees a smooth recycling procedure throughout Europe, utilising a vast logistics network to reduce emissions and encourage circularity.

Retailers can make data-driven decisions on product lifecycles thanks to ESO Recycling's proven material recovery procedures, which also improve waste traceability.

By providing a scalable solution for firms wishing to incorporate recycling and responsible returns into their operations, both businesses highlight the collaboration as a step towards closing the loop in retail sustainability.