

2024 RTIH Innovation Awards winner ReBound teams with ESO RECYCLING for circular footwear returns

ReBound Returns has announced a partnership with ESO RECYCLING.

This will see retailers tapping its omnichannel returns management solutions utilise ESO RECYCLING's services to produce new materials from footwear returns. ReBound handles over 100 million return transactions annually for various brands, combining intelligent technology and logistics capabilities to enable a circular economy. ESO RECYCLING specialises in material recovery and recycling to transform waste into a resource. The company collects and recycles materials from footwear returns from landfill.

Working with ESO RECYCLING has added non-resellable footwear to the list of items that ReBound can recycle. For example, when sports shoes are returned, they can be recycled into projects that benefit society, such as shock absorbing playground surfaces or athletics tracks. The service is available throughout Europe.

Nicolas Meletiou, Founder and Managing Director at ESO RECYCLING, says: "We believe that no material should go to waste. Our partnership with ReBound is a key step in our mission to create a circular economy in the footwear industry. Through our scientifically proven processes and proprietary technologies, developed in collaboration with universities and research partners, we can transform waste into a resource."

"We transform non-resellable returns into high value secondary materials, giving them new life in sustainable applications, from sports surfaces to urban infrastructure. This is how sports waste can be effectively recycled."

"Now, by joining forces with ReBound, we are expanding this proven approach to help retailers close the loop on sustainability, delivering tangible benefits to the environment."

Jelle Schoenmaker, ReBound Managing Director, says: "We are committed to driving innovation in returns management to enhance efficiencies, reduce costs and create a more sustainable business. This is an exciting step forward and we're looking forward to working together to close the loop on returns and recycling."

"By ensuring that even non-resellable and non-reusable items are given a second life, we are providing more sustainable solutions for the retail industry and reducing our carbon footprint."



2024 RTIH INNOVATION AWARDS

ReBound was among the winners at the sixth edition of the RTIH Innovation Awards.

The awards, sponsored by [Vista Technology Support](#), [Scala](#), [CADS](#), [3D Cloud](#), [Brightpearl](#) by Sage's [Lightning 50](#), [Business France](#), and [Retail Tech](#)

Our 2024 hall of fame entrants were revealed during an event which took place at RIBA's 66 Portland Place HQ in Central London on 21st November. The event was moderated and MC'd by comedian [Lucy Porter](#).

In his welcome speech, Scott Thompson, Founder and Editor, RTIH, said: "The event is now into its sixth year and what a journey it has been. The scale of the event has grown year on year to the point where we're now selling out this fine, historic venue."

He added: "Congratulations to all of our finalists. Many submissions did not make it through to the final stage, and getting to this point is no mean feat. We've got all the cool stuff covered this evening: delivery, next generation loyalty offerings, inclusive retail, green technology. We've got all the cool stuff covered this evening."

"But just importantly we've got lots of great examples of companies taking innovative tech and making it usable in everyday operations - resulting in real business value."

Congratulations to our 2024 winners, and a big thank you to our sponsors, judging panel, the legend that is Lucy Porter, and all those who attended the event.