

ReBound partners with ESO RECYCLING for circular footwear returns

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ReBound Returns has announced a new partnership with ESO RECYCLING that will expand its suite of circularity solutions for retailers and support Extended Producer Responsibility (EPR) compliance.

Through the new partnership, retailers using ReBound's omnichannel returns management solutions will be able to utilise ESO RECYCLING's services to produce new materials from footwear items which can't be resold.

ReBound handles over 100 million return transactions annually for some of the world's leading brands, combining intelligent technology and logistics capabilities to enable retailers to manage and monitor the full returns lifecycle.

ESO RECYCLING specializes in material recovery and recycling to transform waste into a resource. The company collects and recycles materials from the sports, fashion, and PPE industries, giving them a second life by diverting them from landfill.

Working with ESO RECYCLING has added non-resellable footwear to the extensive list of items that ReBound can recycle. For example, when sports shoes are returned that cannot be resold, ESO RECYCLING transforms them into materials for projects that benefit society, such as shock-absorbing playground surfaces or athletics tracks.

Streamlined operations between Rebound and ESO RECYCLING provides access to footwear recycling through a trusted partner for returns and takeback. This service is available throughout Europe with the expansive network of Rebound, providing efficiency benefits for clients. Additionally, it allows to reduce CO2 emissions by repurposing footwear to avoid the production of virgin raw materials.

ESO RECYCLING's expertise also supports compliance with Extended Producer Responsibility (EPR) for textiles by converting waste into reusable materials, enhancing circularity in reverse logistics. It also improves the traceability of waste to better understand the lifecycle of items that would otherwise have been sent to landfill, so retailers can make informed decisions to reduce the environmental impact of products.

The partnership underscores both organisations' commitment to sustainability, demonstrating how collaboration can support the transition to a circular economy.

Nicolas Meletiou, founder and managing director at ESO RECYCLING, said: "We believe that no material should go to waste. Our partnership with ReBound marks a significant step toward making this vision a reality for the footwear industry. Through our scientifically proven processes and proprietary technologies, developed in collaboration with universities and research partners. We transform non-resellable returns into high-value secondary materials, giving them new life in sustainable applications, from sports surfaces to urban development projects. Since 2009, with our esosport brand, we have demonstrated 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 businesses while creating a positive impact on communities and the environment.

Jelle Schoenmaker, ReBound managing director, added: "At ReBound, we are committed to driving innovation in returns management to enhance efficiencies, reduce waste and support sustainability. Our partnership with ESO RECYCLING 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 supporting a truly circular economy."

The joint offering is available to both new and existing ReBound customers who wish to improve their sustainability efforts, while expanding their circularity and reverse logistics capabilities.