

# Puma to launch a sustainable sportswear collection with First Mile

Puma and First Mile will launch a sustainable sportswear collection by collecting plastic bottles to produce recycled polyester.



Image supplied.

First Mile, a company which supports low-income communities in Haiti, Honduras and Taiwan, supports more than 4,000 people in its collection networks, recovering plastic bottles which would have otherwise continued to pollute the streets, canals and landfills of those communities. Using such bottles as a raw material source, First Mile produced more than 300 tons of recycled yarn in 2018.

## Be part of the solution

"Plastic pollution is one of the most pressing environmental problems the world faces today. That is why we are very excited to join First Mile and be a part of the solution while supporting low-income communities and transparency in supply chains," said Adam Petrick, global director of brand and marketing for Puma.

"We are thrilled to welcome Puma to join a group of bold, innovative brands leading the way in responsible sourcing," said Kelsey Halling, director of partnerships at First Mile. "The Puma x First Mile collaboration will positively impact lives by giving value to plastic waste."

## 10FOR20 campaign

The Puma x First Mile collection, which will be in stores in 2020, will consist of shoes and apparel featuring utility pockets and outdoor elements. By buying the products, consumers support responsible sourcing and create a positive social and environmental impact around the world.

To address several environmental and social issues in its supply chain and make the whole company more sustainable, Puma has set out several targets in its 10FOR20 campaign. It recently announced that its 2020 target for the use of sustainable Cotton was reached two years ahead of schedule.

The Puma x First Mile collection will drop in Q1 and Q2 of 2020.

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