

## SUCCESS STORY

# Trek Bicycle Corporation



**Industry:**  
Manufacturing

**Location:**  
Waterloo, WI

**Reusables Used:**  
Shipping Bag



### **Company Snapshot:**

A major designer and manufacturer of bicycles, in operation since 1976. Distributes to more than 2,000 dealers in over 100 countries with \$900,000,000 in annual revenue.

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**Before:** Recurring purchase of 15,000 plastic bags for shipping employee purchases to Trek locations. Bags were discarded after one use. Reusable bags were suggested by Trek employees.

**After:** Designed and purchased drawstring mesh bags with help from a \$3,500 StopWaste grant. Empty bags are returned in bulk shipments to the distribution center.



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### Results:

- ✓ 15,000 bags equivalent to 562 pounds of plastic waste prevented from landfill every year
- ✓ Plans to expand use of reusables to larger customer base
- ✓ Employees prefer the reusable bags
- ✓ 1 year payback period for initial investment
- ✓ Practice in line with company's philosophy

