

B2B: SWACO fosters relationship between Lovesac and Sew Valley to divert textiles.

CASE STUDY #3

Lovesac

Headquartered in Connecticut with showrooms in central Ohio

lovesac.com

Sew Valley

1010 Hulbert Ave.,
Cincinnati, OH 45214

sewvalley.org

About Lovesac

Lovesac is a publicly traded American furniture retailer, specializing in a patented modular furniture system called Sactionals. With over 200 company owned retail showrooms across the US, they were named America's fastest growing furniture retailer by Furniture Today in 2017.

About Sew Valley

Sew Valley, a registered 501(C)(3) nonprofit organization based in Cincinnati, OH is a small batch garment factory, sample room and incubator space for apparel brands and individuals interested in the sewn trades. They provide guidance, collaboration, connections, space, services and equipment brands or individuals need to bring their design to market.



► Challenges and Objectives

Lovesac, a publicly traded furniture retailer, specializing in a *Design For Life* patented modular furniture system called Sactional was housing approximately 97 rolls (5,248 yards) of discontinued or excess fabric in a third-party warehouse located in Grove City, OH.

Their team persistently searched for suitable recipients of the discontinued or excess fabric only to be turned away or met with no response.

Lovesac reached out to SWACO to assist them in locating suitable recipients for the fabric, who then fostered a new relationship between Sew Valley and Lovesac which resulted in the reuse of these materials, keeping them out of a landfill.

SWACO
FROM WASTE TO RESOURCES

CASE STUDY ► B2B: LoveSac & Sew Valley



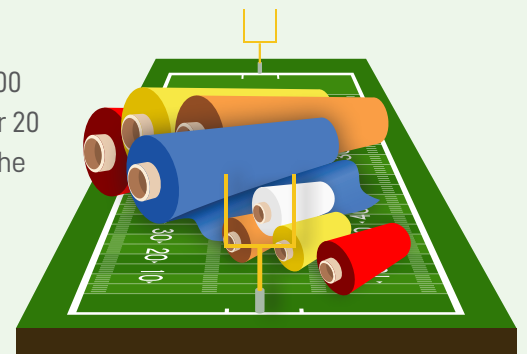
► The Solution

SWACO was able to network with other solid waste districts in Ohio and found a non-profit that was a great partial solution to the problem. Sew Valley traveled to Grove City, OH to pick up 8 rolls (634.6 yards) of fabric to repurpose.

Additionally, Lovesac donated 57 rolls (2,757.8 yards) of fabric to Goodwill Columbus, OH.

► Results

65 rolls of fabric, totaling nearly 3,400 yards of material -- enough to cover 20 football fields, were diverted from the landfill and reused.



► What's Next

The Lovesac Company is committed to achieving zero waste and zero emissions across its operations by 2040. They aim to reach this goal by identifying circular and sustainable waste solutions, ultimately diverting all product and manufacturing wastes from landfills to more sustainable options like recycling and reuse. The Company has also made commitments to positively impact the communities they serve and works every day to ensure they're taking meaningful steps towards creating a product that is truly *Designed for Life*. From the raw materials used to packaging and shipping practices, Lovesac is committed to the responsible consumption of resources and working with partners that share the same vision.

► Call to Action

Businesses and nonprofits looking to find diversion opportunities for hard-to-recycle materials can contact SWACO for support at biz@swaco.org, or visit www.swaco.org for more information.