



## DID YOU KNOW?

The average American owns  
6 pairs of jeans and 10 pieces of denim\*

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Nearly 12 million tons  
of textile waste were sent to landfills in 2014.\*\*

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Approximately 1,677 pieces of denim  
will divert roughly one ton of waste from a landfill\*\*\*

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Denim made from cotton, a natural fiber,  
can be recycled into insulation.

## GET INVOLVED

[BlueJeansGoGreen.org](http://BlueJeansGoGreen.org) | [#BlueJeansGoGreen](https://twitter.com/BlueJeansGoGreen)



**BLUE JEANS  
GO GREEN™**  
DENIM RECYCLING



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## MAKING A DIFFERENCE THROUGH RECYCLING

Created in 2006, the Blue Jeans Go Green™ program collects denim to divert it from landfills and partners with Bonded Logic, Inc. to recycle it into UltraTouch™ Denim Insulation. Each year, a portion of the insulation is distributed to help with building efforts across the country, often in areas affected by natural disasters.



**2,000,000+**  
pieces of  
denim collected



**3,900,000+ sq.ft.**  
insulation  
manufactured



**1,000+ tons**  
textile waste  
diverted from  
landfills



**40+**  
Habitat for  
Humanity affiliates  
received insulation

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