

A group of hikers is seen from behind, walking along a dirt trail in a forest. They are carrying large, olive-green NEMO backpacks. The hiker in the foreground on the left is wearing a grey long-sleeved shirt and a black cap. The hiker in the foreground on the right is wearing a red cap. The trail is surrounded by trees and foliage.

# Customer Success Story



**NEMO Equipment, a sporting goods manufacturer set a goal to have an outdoor product line be 100% recyclable.**

**And to take responsibility for the entire life cycle of their products for total circularity.**

# CHALLENGE

Every year, millions of outdoor products are created, including backpacks. Of all these products, only a small percentage of it is recyclable. Once it is done being used, it ends up in the landfill.

# SOLUTION

NEMO teamed up with L&L Products to integrate CCubed™ instead of traditional unrecyclable foams for cushioning.

In accord with NEMO Equipment's goal for full circularity on its Endless Promise line, CCubed™ contains recycled PET materials and can be recycled at the end of the application lifestyle.



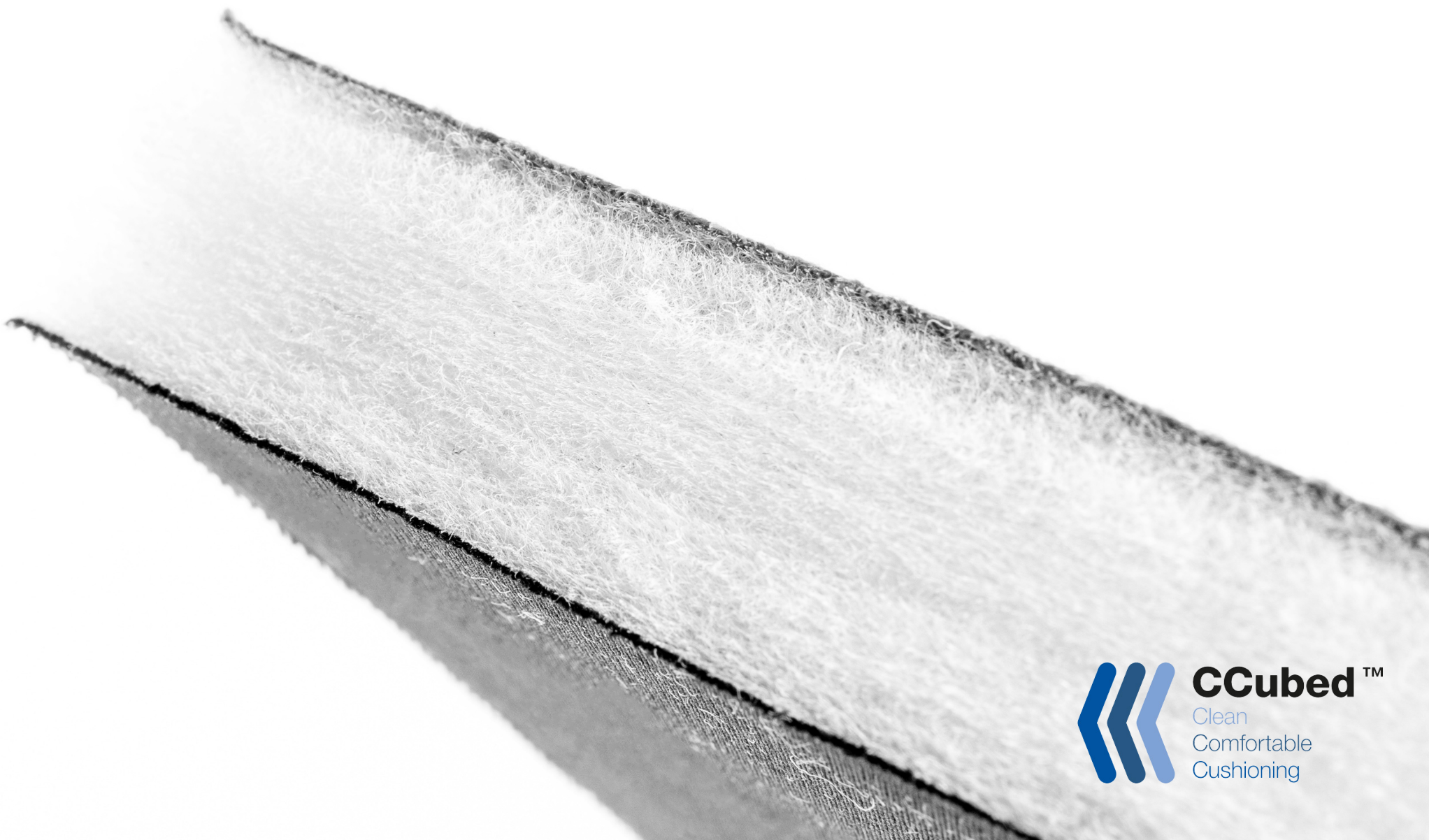


In addition, CCubed™ cushioning is 97% air which, unlike foam, allows it to quickly wick away sweat and help it evaporate. Body-mapped to sweat zones, this results in a noticeably drier and cooler pack experience, even on hot summer days.





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For more information about CCubed™, visit

**[ccubed.lproducts.com](http://ccubed.lproducts.com)**

