



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.

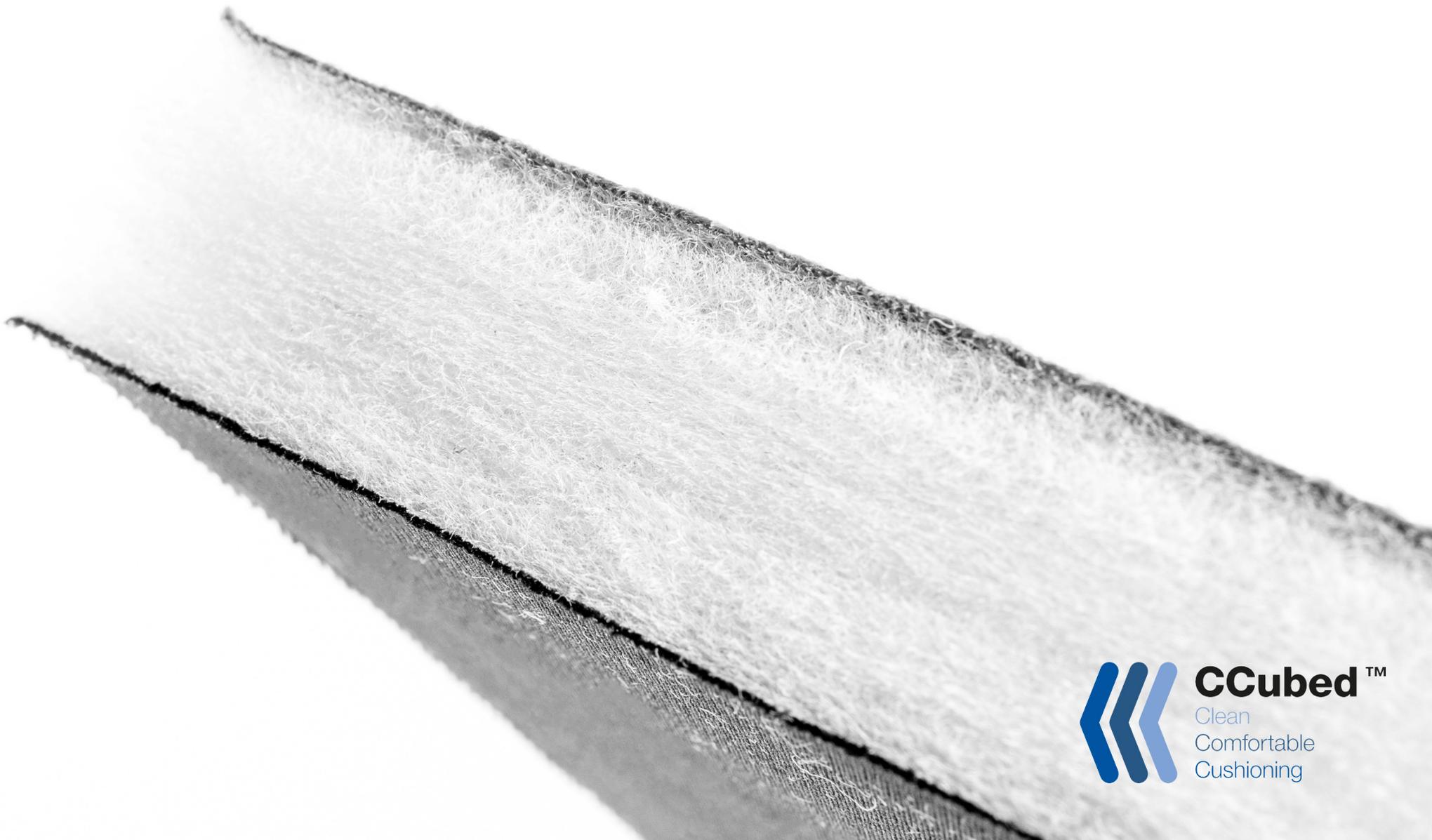
In accord with NEMO Equipment's goal for full circularity on its Endless Promise line, CCubed™ contains recycled PET materials and can be recycled at the end of the application lifestyle.



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

