



Working to Close the LOOP and Promote REUSE



## Inner Tube Rubber ReTies

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**ReTies** are flexible, multiuse ties repurposed from waste bicycle inner tubes. **ReTies** are bicycle inner tubes cut into strips of various lengths and widths for use in a variety of ways. One great way to use **ReTies** is in the garden, they make excellent tree and garden ties. Visit [rubberimpact.net/re-ties](http://rubberimpact.net/re-ties) to see examples of **ReTies** in action.

### DESIGN & USE:

- Various sample sizes are being piloted for a variety of garden needs by participating San Francisco residents
- Both professional landscapers and landscape supply companies have expressed interest in making this material available to their customers
- Friends of the Urban Forest (FUF) in San Francisco is piloting a program for the Rubber Impact Project testing the integrity of using waste inner tubes in their original width in place of the synthetic straps currently in use for staking freshly planted young trees
- Inner tube rubber is easy to cut and the flexible material makes it easy to tie

### BENEFITS of ReTies OVER CURRENT OPTIONS:

- Using inner tube rubber provides young trees with needed support while also being flexible, therefore not binding young trees as they grow and move in the wind
- Replaces unsightly and environmentally unfriendly synthetic plastic ties, commonly sold at garden supply stores, with a highly durable, waterproof, and flat black alternative
- Saves money and resources through reuse, instead of purchasing new plastic-based synthetic material
- Landscapers/gardeners can expand their commitment to sustainability through material reuse

### TESTIMONIALS for PILOT PROJECT:

#### Friends of the Urban Forest - Urban Forestry Program Manager

*"We love the idea of upcycling and are getting a small trial run going."*

#### The Gardenista - Founder & Owner Lana Pappas

*"What a clever and brilliant idea! Thank you so much for the beautifully packaged tree ties. We're very excited about using them and also letting our environmentally conscious clients know about the Rubber Impact Project. We're humbled and grateful that you thought of us. They're great and look good too. Happy to talk to anyone you'd like."*

#### Belgrave Test Garden - San Francisco home gardener, JM

*"ReTies are a perfect gardener's resource and a great recycling solution. I've used them in many ways, including staking trees and supporting vines on trellises and walls. ReTies are strong, versatile, and easy to use, but also look very tidy, adding a sense of consistency and order to my garden. The rubber is good quality, holds up well over time and continues to look clean and neat after months of rain, sunshine and more rain. I don't have to keep replacing the material, a time saver."*

### CLASSROOM ACTIVITY:

An in-class activity based around **ReTies** will be included in The Rubber Impact Project's K-5 modules.

The Rubber Impact Project seeks to engage students of all ages, as well as the broader public, to adopt a mindset and culture of reuse; to create a waste flow that incorporates reuse of inner tube rubber into a circular rubber ecology; and to pressure the rubber industry to move toward greater sustainability and environmental responsibility.

**The Rubber Impact Project is the recipient of the 2019 IMPACT Award from California College of the Art's Center for IMPACT. The IMPACT Award recognizes groundbreaking approaches and solutions in the field of sustainability and social impact through the lens of art & design.**

For more information please visit [www.rubberimpact.net](http://www.rubberimpact.net)