



SWAGCYCLE

Upcycling and recycling made easy



== Our Mission ==



To help mitigate the global waste crisis by responsibly managing the lifecycle of branded merchandise.

Why Sustainability Matters

It's the right thing to do! And the data shows that it benefits companies too

People want to work for socially responsible companies

88%

88% of business school students believe that it is a priority to include environmental and social issues in the curriculum, and 67 percent stated they want sustainability to be part of their postgraduate jobs.

People want to buy from environmentally-friendly companies

57%

57% of surveyed consumers globally are willing to change their purchasing habits to help reduce negative environmental impact.



== What We Do ==

When companies rebrand or get acquired, many often dispose of their obsolete branded merchandise. Leveraging our proprietary network of partners, we make this problem go away by helping companies repurpose and recycle unwanted branded items in a responsible, ethical, and affordable way.

How it works

Our 3-step process to help your organization responsibly dispose of obsolete swag

1) Assess the inventory of unwanted items.



2) Confirm brand guidelines to determine if excess items can live on with charitable partners or should be recycled.

3) Match items with appropriate charities and/or recycling partners.

Our Impact

Since launch, we've worked to build out our charitable and recycling networks and wanted to share some exciting statistics, as of December 31, 2021

A woman with dark hair, wearing a green cardigan over a white top and a light-colored skirt, is smiling and looking towards the left. She is standing next to a whiteboard that has a large green recycling symbol on it. The background is a bright, modern office space with large windows and wooden paneling.

776,380

776,380 items kept out of landfills

\$2,124,189

Facilitated \$2,124,189 in charitable donations!!

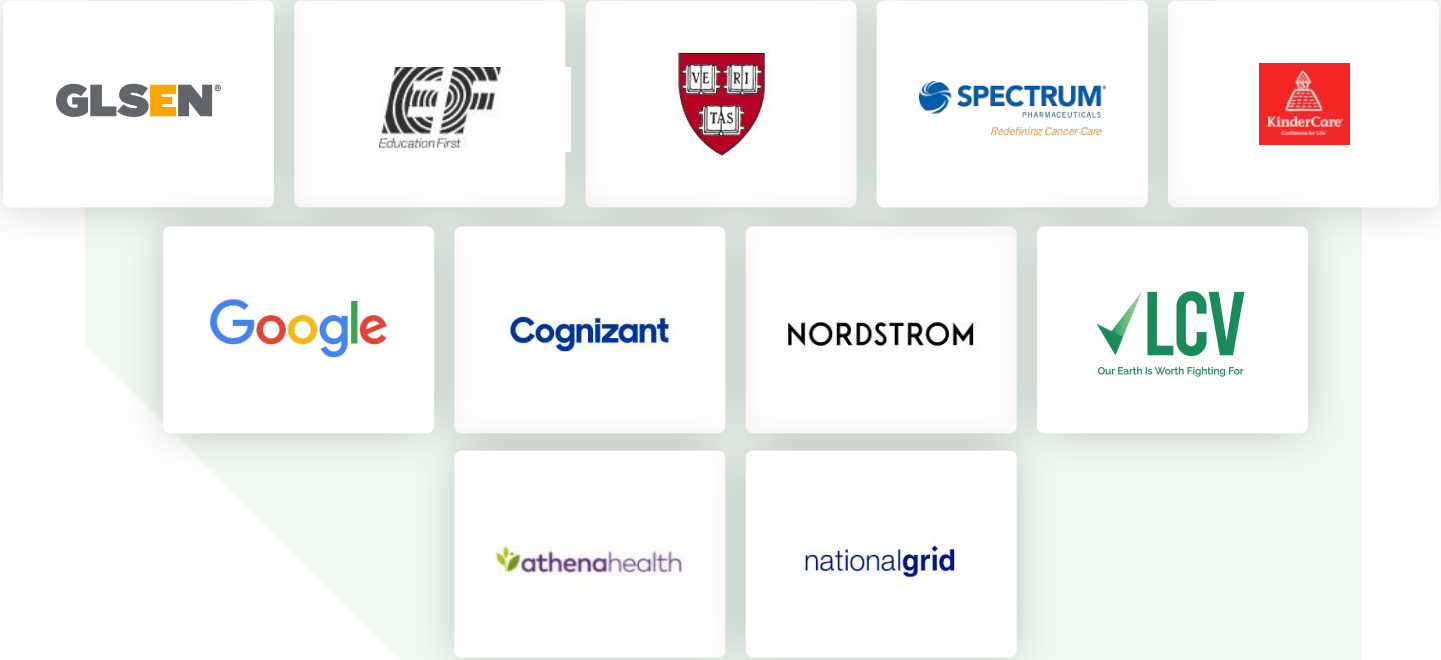


Some of our partners



SILENT CRY, INC.

Some organizations we've served



== Press coverage ==

[A Year After Launch, SwagCycle Has Kept 60,000 Promo Products of Landfills and Raised \\$168K for Charity](#)

[The US firm looking to slash the environmental cost of that supposedly free swag](#)

[Promo Companies Respond to Recycling Crisis](#)

[Making A World Of Difference](#)

[SwagCycle aims to change sustainability narrative of promotional products](#)

== Founder details ==

Prior to assuming leadership of Grossman Marketing, Ben was director of the firm's Green Marketing & Sustainability Practice which he launched in 2006. Over the last several years, he has presented to a number of groups and conferences, including guest lectures at Columbia, Harvard and Tufts Universities.



Ben Grossman

Ben Grossman, is the founder of SwagCycle. Ben is a past recipient of the New England Direct Marketing Association Prodigy Award, and is co-president of Grossman Marketing Group, one of the nation's leading branded merchandise agencies. He holds a BA from Princeton University and an MBA from Columbia Business School.

Ben is also active in community affairs, serving as co-president of the Columbia Business School Alumni Club of Boston as well as on the Product Stewardship Institute Advisory Council.



SWAGCYCLE

Get in touch

We'd be thrilled to connect and explore how we can help your organization make a difference



Ben Grossman



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