



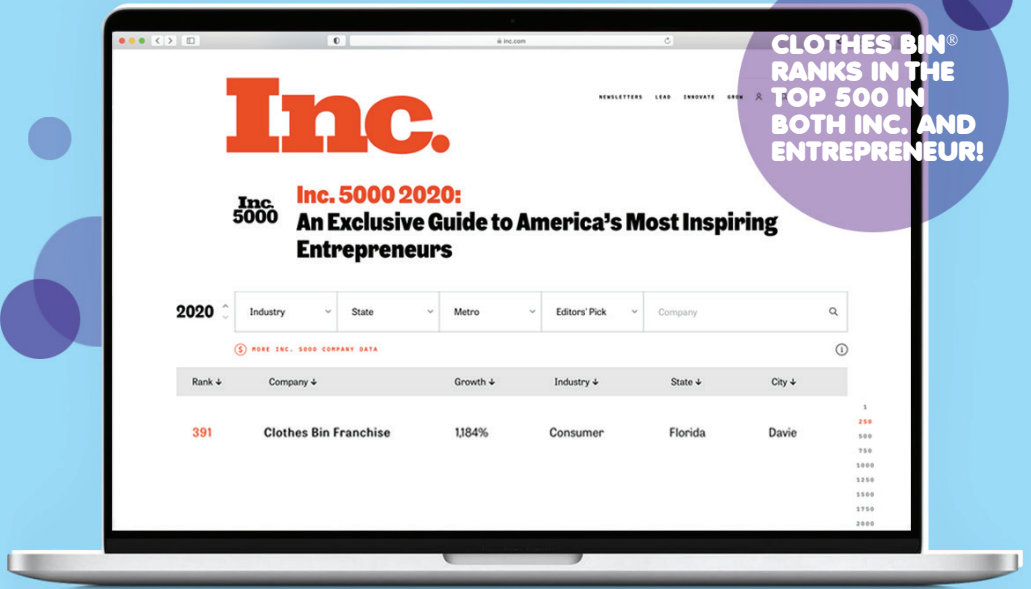
## COVID'S SILVER LINING

**AS AN ESSENTIAL BUSINESS, CLOTHES BIN® FRANCHISEES CONTINUED TO RECYCLE DURING LOCKDOWN.**

Clothes Bin® is considered an essential business and throughout the COVID pandemic, fortunately no one was forced to shut down operations across the country. There are no social distancing issues, Bins are contactless and located at many other essential businesses and open 24/7/365. As it turns out, during lockdown, it seems people had the time and motivation to clean out their closets and Clothes Bin® provided the perfect place to drop off their stuff. ♻️



### Essential BUSINESS



**CLOTHES BIN® RANKS IN THE TOP 500 IN BOTH INC. AND ENTREPRENEUR!**

## CLOTHES BIN® JOINS TWO EXCLUSIVE LISTS OF THE NATION'S TOP PRIVATELY-HELD COMPANIES.

As we continue to forge ahead and expand our footprint across the country, it is a privilege to be recognized as industry leaders in the Consumer Products & Services category. In 2020, Clothes Bin® made Inc.'s list of the top 500/5,000 Fastest-Growing Private Companies in America, taking the spot ranked at #391.

After a year like no other, thanks to the hard work and dedication of our franchisees, we are also extremely proud to have made Entrepreneur's 2021 Franchise 500® ranking, positioning Clothes Bin® in the #389 spot in the Miscellaneous Services category. In spite of the many challenges the franchise industry faced in 2020, our franchisees pivoted to work through the pandemic and exceeded expectations. Entrepreneur® had a record-breaking number of franchisor applicants from an even wider variety of industries than ever before, which makes this achievement that much more meaningful.

It can be said that the pandemic has brought on several positive changes for franchises in light of COVID-19. Creative ideas and passion have emerged in franchising during this time of constant change. With unrest comes ingenuity and we need to understand our target market's needs and determine how we can help. This has been a learning path for everyone and we will continue to be on top of our game and do all we can to thrive as we move forward. ♻️

**WANT A  
SIDE HUSTLE?**

**10**

Great Franchise  
Opportunities



## COVID-19: FROM SHIFT TO THRIFT

HOW CONSUMERS ARE PIVOTING DURING THE PANDEMIC.

When the COVID crisis hit, all of us at Clothes Bin® paused to focus on the safety of our families, our entire franchise system and to set a plan in motion for 2020-2021. At the outset, it was a daunting task and it seemed as though the pandemic had virtually changed everything. In a sense, it did. But, as we look ahead, we've learned a couple of key things along the way. Sheltering in place expanded opportunities and it also made it clear that consumers are prioritizing value and moving behavior from shift to thrift. In uncertain times, we all focus on the bottom line. As Clothes Bin® grows, we continue to be grateful, inspired and optimistic about the future. ♻️



## THE HONORS KEEP COMING!

CLOTHES BIN® TOPS THE 2020 SEMINOLE 100 LIST OF FASTEST-GROWING BUSINESSES.

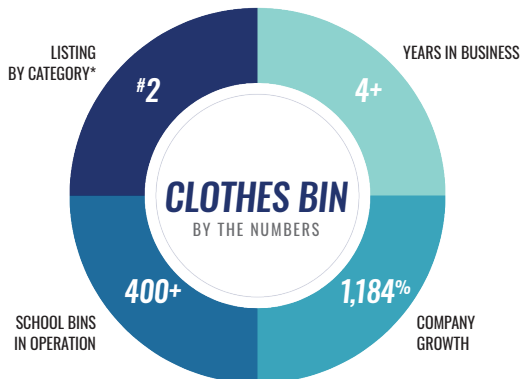
We are proud to announce that in February 2020, Florida State University awarded Clothes Bin® with the Seminole 100 Winner of the Year title and honored Nick Boariu, Clothes Bin® Co-Founder & Chief Operating Officer, and FSU alumni, at a ceremony hosted by the Jim Moran Institute for Global Entrepreneurship, and the FSU College of Business. The prestigious list recognizes 100 of the fastest-growing companies from across the country and includes a diverse range of businesses that are owned or led by FSU alumni. "Their success is a testament to the innovative and entrepreneurial spirit fostered by the faculty and staff at FSU", said Melissa Roberts, Managing Director of the Jim Moran Institute. Each company is ranked based on a compound annual growth rate. "Our franchisees are the lifeblood of our business and I thank all of them for believing in our system," said Nick Boariu. "Our franchisees across the country provide convenient recycling opportunities to reduce the 17 billion pounds per year of unnecessarily discarded textiles from entering our landfills," Boariu continued. ♻️



## WANT A SIDE HUSTLE?

CLOTHES BIN® MAKES  
ENTREPRENEUR'S SHORT LIST  
OF TOP BUSINESSES TO RUN  
AS A SIDE GIG.

The good word of recycling continues to spread across the country. In the May 2020 issue of Entrepreneur Magazine, Clothes Bin® made the top 10 list of franchises to run on the side. The article featured franchise opportunities that can be run as a side gig while still holding onto the security of full-time employment – especially when first starting out. Buying a franchise doesn't have to mean making a full-time commitment and being a semi-absentee franchisee can be a perfect opportunity for those who prefer to limit their working hours or want to start a side hustle. Many Clothes Bin® franchisees maintain another job while operating their Clothes Bin® business. ♻️



\*Entrepreneur Magazine - "2nd in category" Misc. Service

## FRANCHISEE SPOTLIGHTS:

# CAPSACKING DURING COVID.

## HOW TO SUCCEED DURING THE PANDEMIC WITH CAPSACKING.


Two of our franchisees have added capsacking to their options for selling textiles. Capsacks are an economic and superior alternative to traditional cardboard boxes. They allow for dense packing of clothing without compression damage. Capsacks are easy to close by hand using a variety of methods, or they can be closed using sewing machines for increased speed. To make it convenient, capsack stands are an easy way to hold capsacks open during the filling process and capsack stands are custom built to accommodate specific capsack sizes.

## CAPSACKING ALLOWS YOU TO SELL BOTH DOMESTICALLY AND GLOBALLY, DIRECT.

With many retail and thrift stores being affected by COVID-19 domestically, capsacks provide a direct method to pack and ship internationally. Michael Howick, who operates 3 Ohio territories, has been capsacking and selling since 2020. When things first shut down, he shifted to capsacking and started shipping to both domestic and international end buyers. Even though he is inland, his loads reach the ports via railways.



With capsacking, filled bags easily stack in either an international container or traditional 53' road trailer; resulting in considerably more weight per load when compared to loose loads or cardboard boxes – and more weight means more poundage to sell! Once the bags are empty, they're easy to fold flat and baled for a small storage footprint.


Mark Mansheim in Kansas started his capsacking operation in 2021 with the help of a grant found by corporate. 

# WE'RE THINKING "OUTSIDE THE BIN"

Throughout the COVID crisis, Clothes Bin® has worked diligently to help identify financial solutions for our franchise partners. We have assisted them with researching state recycling grants.

We were extremely happy that Kansas franchisee, Mark Mansheim, was awarded a Solid Waste Reduction Grant totaling almost \$16,000.

These types of grants go toward funding waste reduction education, recycling and composting. With these funds that were distributed, Mark was able to purchase the equipment necessary to start capsacking and set his business up for expansion in 2021.

To learn more about grant programs, please email [Chad@ClothesBinFranchise.com](mailto:Chad@ClothesBinFranchise.com) 

## BIN THE NEWS



*DATELINE: March 17, 2021 – Omaha, Nebraska*

We received some cool news recently. Mark Fredrickson, our franchisee from Omaha, was the subject of an article that focused on how his franchise is working together with a local non-profit to help change the community's carbon footprint.

Mark, along with the local FITGirl owner Cheri Dickerson, utilize the Bins as a fundraiser for her organization. "Mark's daughter was in a few of my FITGirl programs," Cheri said. "Mark approached me about the Clothes Bin® recycling program, and all I had to do was advertise, and sure enough, the program was so successful we ended up needing two bins". The money earned from recycling helped buy supplies for FITGirl's classes and programs. 

## When you're forced to be apart, Be Clothes Together

Clothes Bin® provides you with a **FREE BIN** to generate MONEY when traditional fundraising events aren't feasible.



**MEET YOUR NEW CLOTHING RECYCLING FUNDRAISING BIN**  
 PROVIDES A SAFE AND CONVENIENT PLACE FOR YOUR COMMUNITY TO RECYCLE THEIR TEXTILES  
 FUNDRAISE \$4.7-\$95 BY RECEIVING MONEY FOR EVERY POUND OF TEXTILES RECYCLED  
 BLP® TECHNOLOGY ENSURES THAT YOUR BINS ARE EMPTIED WHEN FULL

Clothes Bin® is an essential recycling business

In LESS THAN 2 MINUTES, you can find out how you can benefit from the program.  
 Email: [Sites@ClothesBinFranchise.com](mailto:Sites@ClothesBinFranchise.com)  
 Call: 844.FLL.BINS (844.355.2467)

LEARN MORE AT

[FillTheBins.com](http://FillTheBins.com)

## HOW THE CLOTHES BIN® SCHOOL RECYCLING PROGRAM PIVOTED TO MEET THE CONCERNS OF COVID-19

We all know the impact COVID has had on schools regarding teaching, learning and engaging – but the strain they are experiencing due to the lack of in-person fundraising activities is a whole other issue. Schools have had to become creative and more resourceful during the pandemic.

That's where Clothes Bin's "Be Clothes Together" program comes in. Now, schools have a free, convenient and contactless way to raise much needed funds now and moving forward.

To learn more, please email [Chad@ClothesBinFranchise.com](mailto:Chad@ClothesBinFranchise.com)



## SCHOOL PROGRAM UPDATE:

MORE THAN


# 4000

**BINS CONTINUED TO GENERATE MUCH NEEDED REVENUE FOR SCHOOLS DURING THE PANDEMIC.**



## THE 2021 FRANCHISEE ADVISORY COUNCIL: TOGETHER, "ZOOMING" TOWARDS A BRIGHTER FUTURE.

The Clothes Bin® Franchisee Advisory Council (FAC) kicked off the new year with its first meeting on February 2, 2021. As the voice of our franchisees over the past three years, the FAC has become a valuable channel for feedback and business insights and a way for us to improve our systems with collaborative and open communication. It provides us with an "on-the-ground" understanding of the day-to-day operational needs of our franchise partners. In turn, this allows us to provide the support and guidance necessary to assist franchisees with any questions so they focus on improving their businesses.

A huge thanks goes out to the 2021 FAC, with four returning and one new member, selected by their fellow franchisees. Our first meeting for the new year focused on what was working and what was not during COVID. It addressed issues franchisees were having during the pandemic, reviewed sales and much more. Through their guidance we were able to ride the tides of uncertainty, and go into 2021 with more clarity and potential. 

## TEXTILE RECYCLING GREEN FACTS\*



← 1 BILLION MILES →

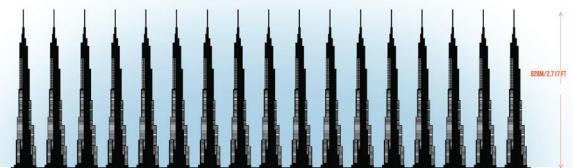


**About 70 million barrels of oil are used each year by the clothing industry.**

That represents the average miles per gallon of gas it would take to drive from the Earth to Saturn.

Did you know that **85%** of clothing and textiles end up in America's landfills?

When 95% can be reused or recycled.



**Each year, nearly 17 billion pounds of textiles end up in America's landfills.**

That equals 17x the weight of the world's tallest building.

\* Source: 2018, United States Environmental Protection Agency

INTERESTED IN OWNING YOUR OWN CLOTHES BIN® FRANCHISE?

Contact us at [Info@ClothesBinFranchise.com](mailto:Info@ClothesBinFranchise.com) or call **844.FLL.BINS (844.355.2467)**

Corporate Office: 3911 SW 47th Avenue, Suite 903, Davie, FL 33314

[ClothesBinFranchise.com](http://ClothesBinFranchise.com)

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