

News Release

ThermAdapt launches national ReThread textile waste diversion initiative as next step towards 100% circular production

BOULDER, Colo. (April 15, 2026)–Today, ThermAdapt launched its national textile waste diversion initiative, ReThread, in a next step towards achieving its goal of 100% circular production. Through ReThread, ThermAdapt allows customers to return old products for a second chance at life through repair and resale, donation or recycling.

“ReThread is about accountability,” according to ThermAdapt’s CEO Mark Thompson. He explains, “If we made it, we take responsibility for it. Every jacket recycled keeps one more piece of waste out of a landfill and one more story in motion.”

In its first year, the program aims to divert 10 tons of textile waste away from landfills, which amounts to around 4,500 winter jackets. By 2030, ThermAdapt aims to have complete circular production, meaning that all products are made, used and reused within the same sustainable cycle. ThermAdapt’s fashion director, Sasha Chen, explains the reasoning for this goal of 100% circular production: “It’s a promise that every fiber has a future.”

Customers can return items by mailing them using pre-paid return labels or dropping them off at any ThermAdapt retail store.

To learn more about ReThread or ThermAdapt’s other sustainability initiatives, including materials, production, and outreach, visit <https://www.thermadapt.com/mission/>.

About ThermAdapt

ThermAdapt Clothing Co., founded in 2015, has rapidly established itself as a leader in the outdoor apparel industry, particularly renowned for its innovative, climate-adaptive clothing. Based in Boulder, Colorado, ThermAdapt has dedicated itself to enhancing outdoor experiences while steadfastly committing to sustainability and technological innovation.

At its core, ThermAdapt integrates cutting-edge fabric technologies with sustainable practices to create apparel that not only withstands various environmental conditions but also minimizes ecological footprints. Its products are designed to provide superior comfort, functionality and style, catering to a broad spectrum of outdoor enthusiasts and fashion-conscious consumers who value both performance and sustainability.

Contact

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Pitch Emails

Pitch Email #1

To: amynguyen@forbes.com

From: carolinebates@thermadapt.com

Subject: Exclusive on Therm-Adapt's new ReThread sustainability initiative

Hi Amy,

Hope you had a great weekend! I recently caught your articles on the fashion industry's decarbonization efforts and Polestar's sustainable textiles drive.

Thought you may be interested in covering ThermAdapt's new textile waste diversion initiative, ReThread.

Launching April 15, ReThread allows customers to return any used ThermAdapt product for repair and resale, donation, or recycling. In its first year, the initiative aims to divert 10 tons of textiles from landfills and estimates saving 15,000 pounds of CO₂.

This initiative is another step towards ThermAdapt's long-term goal of 100% circular production by 2030—meaning every product will be made, used, and reused within the same sustainable cycle.

If interested in covering the initiative, we will offer you an exclusive interview with the directors of ThermAdapt's sustainability team and a behind-the-scenes tour of our solar-powered recycling facility in Asheville. Would love to connect with your team this week to discuss.

Best,
Caroline Bates

Pitch Email #2

To: batkinson@wunc.org

From: carolinebates@thermadapt.com

Subject: Exclusive coverage of ThermAdapt sustainability pop-up at NC universities

Hi Brianna,

Hope you had a great weekend! I recently caught a few of your pieces on NC universities and particularly enjoyed the one on Hurricane Helene's continuing impact on Warren Wilson College. I also noted your partnership with Open Campus and Local Carolina, which is fitting given your interests in both NC Universities and local communities.

Thought you may be interested in covering the upcoming "Repair & Reuse" sustainability pop-ups at Wake Forest, UNC Charlotte, and NC State.

On April 15, ThermAdapt is launching a new repair and recycling initiative, ReThread. As part of the launch, we have partnered with university sustainability programs across NC to host "Repair & Reuse" pop-up events. The pop-ups will feature local repair experts and sustainability student groups, educate on textile waste, and serve as a drop-off point for the local community for ReThread items.

If interested in covering these events, we will offer you an exclusive interview with the directors of ThermAdapt's sustainability team. I can also connect you with our local and student partners and provide early access to whichever pop-up location works best for you.

Would love to connect with your team this week to discuss.

Best,
Caroline Bates

Company Blog Post

Renewing our commitment to sustainable innovation through ReThread

Today marks the launch of ReThread, our newest sustainability initiative focused on keeping products out of landfills and giving them another chance at life. To celebrate, we want to break down why we developed the ReThread initiative and how it builds upon our values of responsibility, sustainability, and innovation.

Looking Back

In many ways, ReThread was born out of our past. For example, in 2023, we launched our “Second Wind” donation drive to supply gently used base layers to Appalachian Trail volunteers. Like “Second Wind”, ReThread includes a donation program for lightly damaged items to distribute at regional shelters and outdoor community programs.

What is the importance of circular production?

The refurbishing and recycling aspects of ReThread are our next steps towards a more sustainable future for apparel manufacturing. They are foundational for our long-term goal of reaching 100% circular production by 2030.

Circular production is the idea that, eventually, all of our products will be made, used, and reused within the same sustainable cycle. This is important to us because, as put by our fashion director, Sasha Chen, “Circular design is a promise that every fiber has a future.”

Keeping our promises.

We didn’t create ReThread just to provide materials for our future products. As best put by our CEO Mark Thompson, “ReThread is about accountability—if we made it, we take responsibility for it. Every jacket recycled keeps one more piece of waste out of a landfill and one more story in motion.”

In ReThread’s first year, we aim to divert 10 tons of textile waste away from landfills, which amounts to around 4,500 winter jackets. Additionally, the initiative is estimated to save 15,000 pounds of CO₂. These figures prove the large impact each recycled item will have.

Finally, in 2024, we surveyed our customers, and 94% of our current customers said they care about a brand’s environmental responsibility. Think of ReThread as us making good on our promise to continually find new ways of being environmentally responsible and innovating sustainably.

Social Media Copy:

Social Post #1

With great (innovative) power comes great (environmental) responsibility. Learn about how we are owning ours through #ReThread at the link in our bio.

Social Post #2

Say goodbye so someone else can say hello. That's what ThermAdapt's ReThread initiative is all about.