



Working to Close the LOOP and Promote REUSE



Inner Tube Rubber ReTies

ReTies are flexible tree and garden ties that are upcycled from waste bicycle inner tubes. The bicycle inner tubes can be cut into strips of various lengths and widths or used whole for use in plant and tree support.

DESIGN & USE:

- Various sample sizes have been tested for a variety of garden needs in San Francisco
- Both professional landscapers and landscape supply companies have expressed interest in providing this material to their customers
- Friends of the Urban Forest (FUF) in San Francisco piloted a program for the Rubber Impact Project testing the integrity of using waste inner tubes in their existing form in place of ubiquitous 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 the 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 matte black alternative
- Saves money and resources through reuse, rather than consuming new 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! We're very excited about using them and also letting our environmentally conscious clients know about the Rubber Impact Project. The inner tube ties work great and look good too, we enthusiastically recommend their use."



Belgrave Test Garden - San Francisco home gardener, JM

"ReTies are a perfect home 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."

◀ Non-profit Friends of the Urban Forest using old inner tubes as arbor ties

The Rubber Impact Project seeks to engage communities 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 received the 2019 IMPACT Award from California College of the Art's Center for IMPACT given for 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.org