

Project Repat



FOUNDED: 2012
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Americans are swimming in excess t-shirts, printing new shirts for every event and achievement. This is part of the reason why 5 percent of material waste on Earth is used textiles, with the average American trashing 65 pounds of textiles per year. Further, it takes 700 gallons of water to produce just one new t-shirt.

Project Repat makes it fun and easy for customers to re-use their memorable t-shirts by turning them into more fashionable upcycled products, including blankets, bags, and onesies. Project Repat customers receive a fun and innovative “blanket box” that includes a pre-paid envelope in which customers send their t-shirts to Project Repat. Project Repat upcycles the t-shirts into a new product and mails it back to the customer.

Project Repat believes in a supply chain with meaning, using all recycled and eco-friendly materials and providing fair wage jobs for individuals making Project Repat products in the United States. All cut and sew work is contracted out to production partners, leaving an executive team focused primarily on sales, marketing, and customer relations.



HOW TO BE A REPATRIOT

1
 Read our online instructions:
www.projectrepat.com/pages/instructions

2
 Gather the right amount of tees

3
 Use the pre-paid label to send them to Project Repat via the USPS

4
 Display and share your finished blanket proudly!



LEADERSHIP & GOVERNANCE

Ross Lohr, CEO:

Runs operations and customer relations, including building a lean and efficient system that can produce 150 blankets per week.

Nathan Rothstein, President:

Manages content marketing, PR, and sales strategies. Nathan orchestrated the second largest Groupon grassroots campaign of all time and manages Project Repat's growing social media presence.

KEY INVESTORS/CUSTOMERS

- HUB VENTURES 2012 SOCIAL BUSINESS ACCELERATOR PROGRAM
- SECOND LARGEST Groupon GRASSROOTS CAMPAIGN OF ALL TIME
- 10,000 PAYING CUSTOMERS IN YEAR ONE



Company History

Project Repat was founded when CEO Ross Lohr was running an NGO in East Africa. Upon sighting a Kenyan man wearing a t-shirt that said "I Danced My Ass Off at Josh's Bar Mitzvah," Ross began thinking about ways to add value to t-shirts in the United States, including ways to upcycle excess t-shirts into new products. His idea: *What if, instead of dumping our excess abroad, we could preserve the memory of those t-shirts while offering value in the form of fair wage jobs in the United States?*

Since 2012, Project Repat has sold more than 10,000 blankets and prevented 150,000 t-shirts from getting dumped in landfills. The company has also created 8,000 hours of fair wage labor. Its production partners include lean manufacturing cut and sew companies in American gateway cities, and a nonprofit organization that employs individuals with disabilities.

Project Repat has been featured in:

