



Advertising Specialty Institute®



Storm Creek Donated \$950,000 in 2023



Storm Creek upcycled nearly 10 million plastic bottles – and donated \$950,000

To date, Storm Creek has upcycled more than 32 million plastic bottles, thanks to the high percentage of recycled polyethylene terephthalate (rPET) polyester fabric used in its apparel.

In 2023, the supplier introduced new yarns across 23 styles, resulting in a 40% increase in sustainability for those garments. Plus, they were able to develop a 100% recycled fabric, calling it “a pivotal moment in our relationships with our fabric suppliers.” Overall, 75% of the fabrics used in Storm Creek’s garments are recycled, and those that aren’t are produced by a partner mill certified OEKO-TEX Standard 100, meaning they don’t include harmful chemicals.



Giving Back

Storm Creek, which previously set a goal of donating \$5 million to charity by 2030, is \$2.1 million toward its goal, thanks to 2023’s nearly \$1 million in cash and in-kind giving. The supplier supported more than 70 nonprofits and community causes.

Plus, Storm Creek is part of the Minnesota Keystone Program, agreeing to donate 5% of its pretax earnings to charity.



The supplier also has set a goal of **upcycling 50 million bottles** worth of single-use plastics by the end of 2024.

This year, Storm Creek plans to expand its product offerings to include Bluesign-approved fabrics, which are produced under tight controls for chemical safety, water/air emissions, factory safety and other factors.

“ Our overarching goal is to **maximize sustainability** in **every product** we offer, subjecting each fabric to annual review for **potential enhancements.** ”

- Doug Jackson, President