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***Upcycle it Now Sells Out Spring 2015 Collection Through Patagonia***  
*Sustainability Partnership Gives Second Life to Used Materials*

Long Beach, CA – (April xx, 2015) - Upcycle It Now, a sustainable design and manufacturing company, in partnership with outdoor apparel company Patagonia, has successfully launched and nearly sold out their entire *Upcycled Spring 2015 Collection* of exciting, colorful toiletry bags. A re-order is on the way and new products will be available May 1 at select Patagonia stores.

“We are extremely pleased with the success of the Upcycled Spring Collection,” said Christina Johnson, co-founder and creative director for Upcycle It Now. “Sales have been so brisk that we’re already in production with an additional order. Customers are raving about the upcycled products and are proud to be a part of the sustainability movement.”

The *Upcycled Spring 2015 Collection* was created from gently used Patagonia board shorts and rain jackets, as well as surplus wader material. The partnership between Upcycle It Now and Patagonia was established in Spring of 2012. The two companies have been working together ever since.

“This partnership began with the development of a very popular line of dog coats made from used Patagonia garments and luggage collected from customers through their garment recycling program,” said Johnson. “Our relationship with Patagonia has really taken off from there and the product line has expanded significantly.”

“Our goal at Patagonia is to keep our gear in use for as long as we can to achieve the lowest environmental footprint possible,” said Elissa Loughman, manager of Product Responsibility for Patagonia. “It’s exciting to see Upcycle It Now successfully give our clothes another life.”

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The Upcycled Spring 2015 Collection consists of two different styles of colorful toiletry bags that are available in five sizes. The bags can be purchased exclusively through select Patagonia stores. Other Upcycle It Now products, including the popular dog coats and fashion accessories are available online through [upcycleitnow.com](http://upcycleitnow.com).

### **About Upcycle It Now**

Upcycle It Now, located in Long Beach, California, is a design and manufacturing company, specializing in waste reduction and sustainability consulting services. The company manufactures custom fashion accessories, a collection of business products and other items using promotional, pre-consumer and post-consumer materials otherwise destined for the landfill. The company also provides consulting services to businesses seeking ways to reduce, reuse and upcycle materials to manage waste and preserve the environment. Visit, [upcycleitnow.com](http://upcycleitnow.com) to learn more.

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