



REUSE, REDUCE, REPLANT



At Tire Rack, we're giving **single-use** waste a **second life**.

Thanks to our employee-led sustainability efforts, we've been able to turn used K-Cups into seedling planters – giving plastic a purpose and reducing carbon along the way.

THE IMPACT OF REUSING K-CUPS

Each reused K-Cup prevents waste and supports local plant growth.
Here's what happens with every cup:



SOURCE	CO ₂ e SAVED (approx.)
 Avoided K-Cup disposal (landfill/incineration)	10 - 20 g
 Composting coffee grounds	5 - 10 g
 Avoided seedling tray or pot	5 - 15 g
 Total CO ₂ e Savings per K-Cup	20 - 45 g

ANNUAL IMPACT PROJECTION

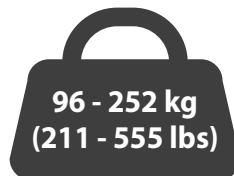
In the past 3 months:



1,200 - 1,400 K-Cups

were collected from
workspace coffee stations

If we continue at this pace:



of CO₂e will be
avoided per year

This is equivalent to:



fully charging your
phone 12k - 30k times!

Want to get involved? Collect your used K-Cups and toss them into the bins – it's that easy!

SUSTAINABILITY
INITIATIVE REDUCE
REUSE
RECYCLE