

Green Notes

Bontrager Bags Reuse Tubes, Event Banners

WATERLOO, WI—Bontrager has launched a rubber recycling program through Trek retailers to collect discarded tubes that will be used to create Bontrager panniers and other bags. The company partnered with Seattle, Washington-based Al-



chemy Goods, which will use the tubes as well as Trek's recycled event banners. "No two bags are alike because all of the banners are different," said Chris Clinton, Bontrager hardgoods brand manager. Alchemy will accept 26-inch, 700c and 27-inch hybrid tubes larger than 35c as well as uncut tubes. Bontrager also has a new line of Eco tires that use existing tread patterns but eco-friendly rubber, which is sourced

from plantations that support sustainable harvesting practices. The tires use 5 percent regrind and the tread compound has up to 50 percent longer life than an ordinary tire, reducing the number of tires entering the landfills. Bontrager also started a program to collect scrap pieces and remnants from Asian fabric suppliers to manufacture its Pro Seat saddle bags. "This keeps scraps from going into the dump," Clinton said, adding that the Nylon fabric comes from textile companies that supply such outdoor companies as Patagonia.

Supplier Invites Drivers to Trade Car for Zigo

SOUTH ORANGE, NJ—Taking its cue from the popular federal program Cash for Clunkers signed into law by President Obama, Zigo, manufacturer of strollers, carrier bicycles and trailers, began accepting certain vehicles as trade-ins for a Zigo Leader Carrier Bicycle System. "Replacing oil-powered transportation with human-powered transportation is the most important step we can take as a country toward solving environmental, health and political problems," said Marc Urbanski, Zigo's director of North American sales. "Many European countries are far ahead of us in this regard, utilizing cycling, with and without children, as a primary mode of transport. Many American cities are updating their street grids to make family and commuter cycling accessible to all. Unlike the Cash for Clunkers program, our stimulus package will actually result in less driving and a more healthful lifestyle." Zigo's Leader Carrier Bicycle System, which retails for \$1,349, is a three-wheeled carrier bicycle that can convert into a stroller, jogging stroller, urban bicycle or bicycle trailer. The "Zigos for Clunkers" program was scheduled to go through Sept. 30 or until allotted inventory ran out.

Retailer Creates Trade-In Deal for Bikes, Cars

PORTLAND, OR—Joe Doebele, owner of Joe Bike, was also inspired by Cash for Clunkers. In late August he created a promotion whereby consumers could bring their old but fixable bike into the shop and receive \$50 off any new bike priced under \$1,000 or \$100 off a new cargo-hauling utility bike from Mundo, Boxbike, Joe Bike or a complete Xtracycle build. Old clunker bikes were donated to the Community Cycling Center, a local nonprofit. "It came up as kind of a joke," said Doebele, who opened his shop in Portland last November and sells mostly utility, cargo, commuter and city bikes. "My shop manager and I were talking about Cash for Clunkers and thought, 'Wouldn't it be better to get people out of debt and car payments and onto bikes?' We could at least do bikes for bikes." But after finding out the American Lung Association (ALA) had a car donation program, Doebele contacted the ALA to work out a deal and expand the program to include cars. Consumers who donated their car and brought the tax-deductible receipt into the shop received a discount off any bike in stock. Joe Bike also partnered with Zipcar to give consumers a unique Zipcar code, which gets them \$150 in free driving credits and \$25 annual membership renewal fee for life. The promotion was set to go through the end of September.