



www.sterlingrope.com/recycle

Retired Climbing Ropes Wanted!

Sterling Rope is as dedicated to protecting natural resources and wilderness areas as we are to manufacturing the best quality life-safety rope in the world. To this end, we are spreading the word about our climbing rope Recycling Redemption Initiative. For years Sterling Rope has recycled the nylon waste fiber that is left over from even the most efficient manufacturing processes—now we can take used dynamic climbing ropes and recycle those as well!

We invite you to take part in our Rope Recycling Redemption Initiative. Rather than having an old, retired rope sit in the back of your closet or worse, sit in a landfill, you can now return it to Sterling and we will have it recycled for you! Simply send us your retired **dynamic climbing** ropes from **any manufacturer** and we will take it from there! We will send them to an efficient recycling expert that grinds up, melts down, then repelletizes the nylon so it can be re-made into a variety of items like carpet fiber, telephones, coat hangers, and even children's toys!

Why should you recycle your rope?

There are lots of reasons, but we feel the top three are:

- 1) Keep the rope out of the landfill.
- 2) Keep climbers safe by retiring old rope once and for all.
- 3) Reuse the petroleum-based nylon for something else.

Where do I send my rope?

Simply send your retired rope to the address below (the U.S. Postal Service is very affordable):

Sterling Rope Company, Inc.
C/O: Rope Redemption Program
26 Morin Street
Biddeford, ME 04005-4413

**Note: From time to time, select Authorized Sterling Rope Retail partners will be offering a Redemption Incentive program in addition to our ongoing efforts.*

What's Next?

Going forward, Sterling Rope would like to make our rope recycling service available at ALL major climbing events and festivals! In an effort to minimize the amount of transportation that the retired ropes go through to get back to us, we feel these events are the perfect place to consolidate ropes as the climbers will already be traveling to the venue, thus eliminating a "special" trip to a store just to recycle a cord. So, keep your eyes peeled at the next comp or festival!

Of course, we encourage reusing rope on your own to make dog leashes, rugs, and tie-downs; however, please be sure a retired rope is never used as a life-safety line. Also, know that countless miles of rope is produced every year between all of the various brands so simply reusing the old rope is not enough to reduce it's impact on our environment.

Together we can make a difference!

Please email climbing@sterlingrope.com if you have any questions or comments.

Sterling Rope, the right rope for our planet.