

Brothers partners with Upcycle Life in Charlotte

A few months ago, Brothers was contacted by Upcycle Life, a non-profit company, to donate their vinyl billboard for repurposing into useable tote bags and help Upcycle Life employees. Brothers both donated the vinyl and purchased 80 tote bags (which is how many come from a 14' x 48' vinyl billboard). Here are some photos to show the process:

The Upcycle Life Story:

What makes Upcycle Life different than other “green” companies?

For starters, we believe that doing well and doing good should never be seen as competing ideas, but rather as perfect compliments to one another. Our success will not be defined by how many bags we sell, but by how many lives we change for the better.

From the beginning, our commitment has been centered on two main ideas:

First, that we could be a powerful force for change in the region’s environmental sustainability efforts by showing people how simple it can be to take materials we might otherwise throw away, and turning those materials into amazing new products that we all use in our everyday lives. Sometimes the answer to reducing our environmental impact on the planet is easy to do and right under our nose. We want to show the world that giving unwanted

materials a second life does not have to take a lot of effort or require a tremendous amount of additional energy.

Secondly, we wanted our entire business model to revolve around helping those in our local community who are most in need. In addition to providing training and employment opportunities for the most marginalized members living in the Charlotte region. We donate 10% of all revenue to local service organizations who already make a difference everyday as they serve in our neighborhoods.



It all starts with the actual vinyl billboard.



That's what we're all about.



Vinyl is cut into strips before sewing.

1.5 Brothers Heating and Air billboards rescued from hitting landfills.

Approximately 50lbs of vinyl billboard from going to landfills.

This project provided 1 week of full time work for UpcycleLife employees. We currently had 4 full time refugees working on this project.

Therefore, 1-2 billboards can provide 1 week of full time work for the refugees of UpcycleLife and 80-100 grocery totes. Pretty awesome stuff!

During the project we had 1 refugee cut and clean the billboard for 1 full work day.



Brothers helped making an impact in kicking off 2014 the eco-friendly way and in making this a cleaner Earth and assisting in empower local individuals from impoverished areas in NC.

When you partner with UpcycleLife, you are taking an active role in sustainable ventures and social economic changes. Unlike the process for recycling plastic bottles into woven fabric, turning billboards into bags requires almost no additional energy resources. It's about more than recycling waste & making bags. It's about reclaiming materials. It's about transforming lives.

Each product is completely one-of-a-kind and upcycled from donated billboard and banner material each with a unique design. Upcycle Life products are made from repurposed waste material, and all are hand-made originals produced in the United States, helping to create local jobs and grow the local economy. It's about more than recycling waste and making bags. It's about reclaiming materials. It's about restoring lives.

Voila! The finished product. One of 80 different tote bags made from the same Brothers billboard.