



NIKE GRIND™



LET
ME
PLAY 

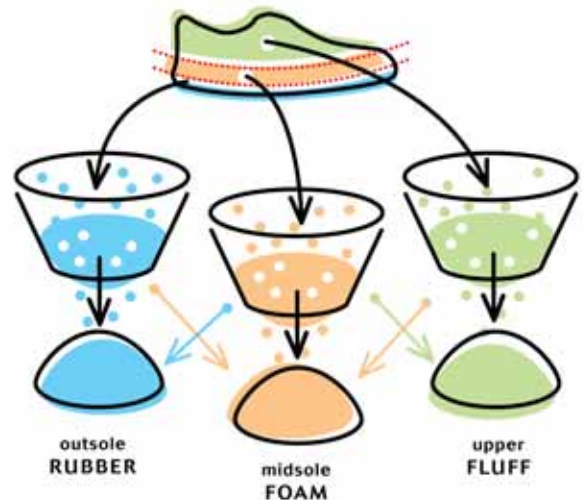
Playtop®
SAFER
SURFACING



Reuse-A-Shoe - Collecting for the Future

Reuse-A-Shoe is Nike's resource management programme which, with the assistance of various collection partners, collects and separates materials from worn out sports shoes (any brand), manufacturing remnants and Nike off-spec product, and granulates it all to create a range of raw materials called Nike Grind, including:

- Nike Grind Rubber
- Nike Grind Foam
- Nike Grind Upper



Worn out. Play on.

Nike then works with industry-leading companies which use Nike Grind materials to make their innovative sports and play surfaces that benefit both the environment and local communities. Nike is taking old shoes that no one wants and helping them become something that everyone wants: new playgrounds, sportsgrounds and running tracks.



Playtop Safer Surfacing

Playtop has been the UK market leader in impact-absorbing playground surfacing since the mid 1970s and is now installed under licence in many other countries around the world. Altogether, more than a million and half square metres of Playtop have been installed worldwide.

By cushioning falls safely, Playtop surfacing is designed to minimise injuries to children who fall from play equipment. The continuous material, mixed and laid on site as a wet-pour product, is also strong, durable, fast-draining and vandal-resistant. It is made from rubber granules bonded with polyurethane binders. The coarse granules of the base layer are recycled from truck tyres, while the interlocking top layer consists of new rubber granules into which Nike Grind material is mixed.

Playtop has pioneered the use of colours, shapes, patterns and imaginative designs in playground surfacing. In conjunction with modern play equipment, these turn playgrounds into magical places that will attract children to play safely.

www.playtop.com

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Image provided courtesy of Manchester United FC

A Winning Team

It makes sense that Nike, the leading sports footwear company, would team up with Playtop, Europe's leading specialist in playground surfacing.

Both companies are dedicated to excellence in their relevant fields. And both companies are committed to bringing improvements to the environment and local communities in which they operate.

One of the UK partners in the Reuse-A-Shoe scheme is Manchester United Football Club, which recently installed a Playtop rubber track containing 20% Nike Grind around the perimeter of its Old Trafford pitch.





Sharing a Commitment to the Environment

Nike has made a commitment to reducing its impact on the environment. To this end, Nike looks for innovative ways to reduce waste, reuse resources and recycle products.

Playtop too has made a commitment to taking responsibility for the environment while investing in the future of children's play.

Playtop playground surfacing is made primarily from rubber recycled from old tyres - making it the perfect complement to Nike's Reuse-A-Shoe programme. By incorporating Nike Grind material, Playtop continues the lifecycle of worn-out sports shoes by giving them new life as high-performance play surfaces.



Recycle
your old
trainers...



to help
create
Nike Grind...



which builds
playgrounds and
sports courts
for the
community.





Sharing a Commitment to Local Communities

A key focus of Nike's community programs is to increase the participation of young and excluded people in physical activity in an effort to improve their lives. As a part of the Let Me Play community investment program, Nike contributes to the donation of sport and play surfaces in under-privileged communities around the world. And with further tools and support from other Let Me Play programmes, young people learn to use their energy and skills to make a difference in the places where they live, learn and play.

A portion of the proceeds from the sale of Playtop products go toward Let Me Play programs. These donations can take the form of cash or suitable products and are distributed to projects that focus on creating access to sport and physical activity for excluded youth.

Kids win, the community wins, the environment wins and even the worn out shoes get the respect they deserve.

Want more information about Nike's environmental or community initiatives?
Visit www.nikeresponsibility.com

Looking for more information about Playtop?
Visit www.playtop.com

