





Bring in your old jeans. Cub Scout

Pack 263 will turn them into insulation

for Habitat For Humanity*

Zappos for Hak

Together with Cotton's Blue Jeans Go Green™ program, recycling denim and reducing textile waste is easy, and it's FREE! Denim is made mostly from cotton, a sustainable fiber, which can be broken down to its natural state and transformed into something new. By diverting denim away from landfills, where it would otherwise join the millions of pounds of textiles thrown out every year, Cotton's Blue Jeans Go Green™ program strives to make the world a little greener.

Make an impact in your community

Denim collected through the Blue Jeans Go Green™ program is upcycled into UltraTouch™ Denim Insulation.

