

Challenge

NEMO Equipment, a world-class outdoor gear manufacturer, aimed to develop a 100% PET backpack.

This included taking responsibility for the entire life cycle of the product from repair through recycling at end of use.

Solution

NEMO teamed up with L&L Products to integrate CCubed™ in place of traditional unrecyclable foams used for cushioning in the back panel, shoulder straps, and waist belt.

In accordance with NEMO Equipment's Endless Promise® guarantee for full circularity, CCubed™ contains recycled PET fibers which can be recycled at the end of the application life.



Unlike foams which tend to trap body heat and pool sweat next to skin, CCubed™ optimizes wearer comfort with a high degree of breathability and best in class sweat management.

NEMO body mapped CCubed™ to sweat zones located on the back and shoulders, resulting in a noticeably drier and cooler pack experience.