

A scenic photograph of two women walking on a rocky, vegetated cliffside overlooking a vast blue ocean under a clear sky. The women are wearing light-colored, patterned dresses. The overall mood is serene and natural.

MOOT

Upcycling - as - a - Service

The upcycling plugin for your business.

Porto & Barcelona · March 2026

MOOT

THE PROBLEM

Billions of euros wasted every year.

EU regulations are tightening fast. The circular economy is no longer optional — it's mandatory.

92M

tonnes of
textile waste
per year
globally

1%

of clothing is
actually
recycled

2030

EU circular
economy
compliance
deadline



MOOT

WHO WE ARE

Europe's leading upcycling company.

MOOT transforms textile waste into finished branded products — 100% made in the EU, at industrial scale.

5,000+

B2C customers
in DACH

500+

upcycled
product
types

100%

Made in EU
supply chain



MOOT

REFERENCES

Trusted by brands that can't afford to fail.

Selected clients — B2B Upcycling partnerships



MOOT

THE SOLUTION

From any material. For any purpose.

Every upcycled product can be used externally as branded merch

—or internally as employee gear.

Corporate Waste

Post - Consumer Waste

EXTERNAL USE
fan merch &
retail



PAROOKAVILLE

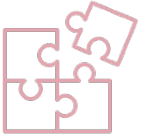


INTERNAL USE
employee &
promo



MOOT

THE SERVICE



One plugin. End - to - end.

MOOT handles every step — no new infrastructure, no new team needed on your side.

01

**Detect
& Source**

Material audit
& intake



02

**Sort
& Grade**

Quality-check
by material type



03

**Design
& Develop**

Product co-
creation
with your team



04

**Produce
& QC**

EU manufacturing
& quality control



05

**Market
& Comms**

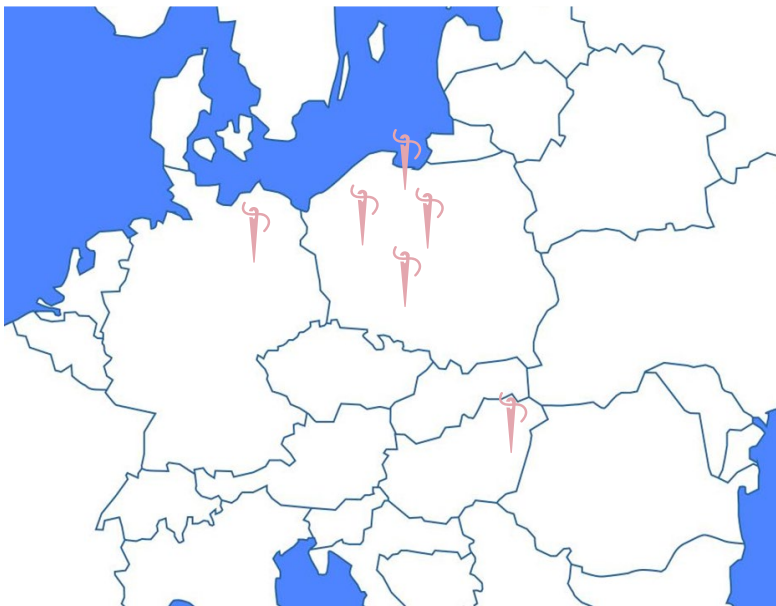
Stories, PR &
social content

MOOT

SCALE

42,000 upcycled products per month.

100% manufactured in the EU — across six dedicated production hubs.



DE Berlin 5,000 / month

PL Bydgoszcz 18,500 / month

PL Gdańsk 8,000 / month

PL Wrocław 4,200 / month

PL Poznań 1,300 / month

HU Budapest 5,000 / month

TOTAL: 42,000 / month

MOOT

CASE STUDY—DHL GROUP

Discarded uniforms. Reborn as products.

We turned tens of thousands of discarded DHL corporate uniforms into branded upcycled products — pillow cases, tote bags, and accessories.

Tens of thousands of products delivered.



MOOT

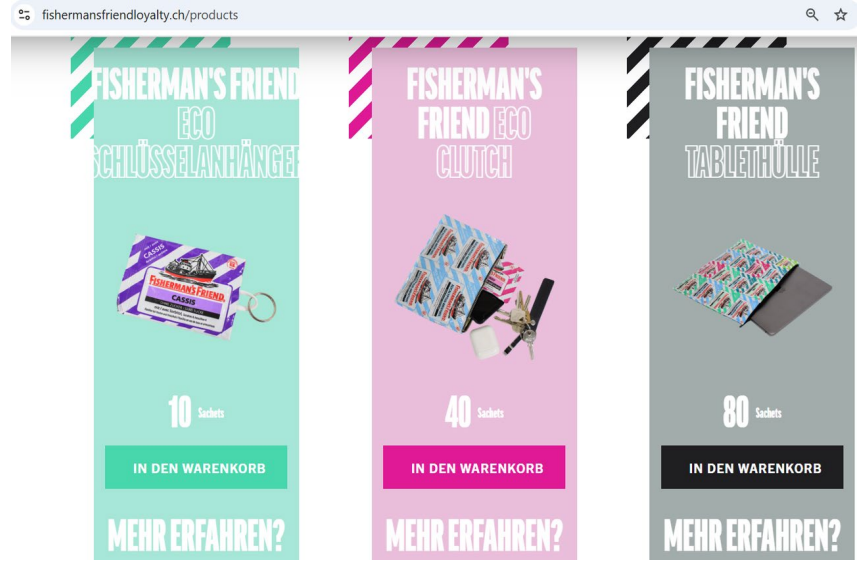
CASE STUDIES—GORE-TEX & RICOLA



GORE-TEX

>20,000

products upcycled from
scrap / leftover material



Ricola

>20,000

promotional items from
post - consumer sachets

MOOT

CASE STUDY—DEUTSCHER FUSSBALLBUND

From stadium banner to finished product.

In 33 days.



< 5

WEEKS · CONCEPT TO SHELF



We make your story heard.

Every project includes full sustainability communication: social assets, press coverage and brand storytelling.

Social Media — LinkedIn & Instagram

DHL
2,362,812 followers
Timo · 🌐

🌱 Transforming the Old into Iconic New Creations! 🌱
Our latest upcycling initiative breathes new life into old corporate wear, turning DHL scarves into chic beach bags and softshell jackets into sleek laptop bags. Thanks to our partnership with Berlin-based MOOT, we're expanding our sustainable solutions in style. 🌿

Last year, we collected 10 pallets of clothing from four sites in Germany, resulting in 9 unique products now available in the DHL fan store. Dive into our sustainable journey and discover how old garments could be part of something extraordinary! 🌱

👍 You and 1,550 others
54 comments · 103 reposts

Stadionbranding wird upgecycelt.

👤 dth · Folgen
Original-Audio

👤 Aus Alt mach Neu!

Erstmals wurden nach dem WM-Qualifikationsspiel gegen Nordirland Stadionbranding-Materialien upgecycelt.

Jede Stütze ein Unikat. Entfaltet im DHL-Fanshop an der Zero Arena.

👤 HCB
1 Wk.

Für dich

👤 admin@paal Wow! Wo kann ich das kaufen??
1 Wk. · Gefällt 3 Mal · Antworten
— Antworten ansehen (1)

👤 mig@fel Richtig geile Aktion @moot.eco!
1 Wk. · Gefällt 4 Mal · Antworten

👤 moim_eddic Wooooo! Wie stark! @dth @moot.eco 🙌 Wo bekomme ich das?
1 Wk. · Gefällt 8 Mal · Antworten
— Antworten ansehen (1)

👤 moot.eco Sehr stolz, diese Aktion mit Euch umzusetzen @dth
1 Wk. · Gefällt 10 Mal · Antworten

👤 kleintestube 🙌🙌🙌
1 Wk. · Gefällt 1 Mal · Antworten

👤 Gefällt moot.eco und 1,368 weitere Personen
10. Oktober

Kommentieren ...
Posten

Press Coverage

LOGISTIK HEUTE

DHL launches first upcycling collection

MARKENARTIKEL MAGAZIN

DHL Group and Moot launch upcycling collection

FACHPACK

Katjes turns packaging into cosmetic bags

MOOT

WHY MOOT

Zero friction. Full circle.

⚡ Speed

From waste to finished product in weeks, not quarters.

🏭 EU Scale

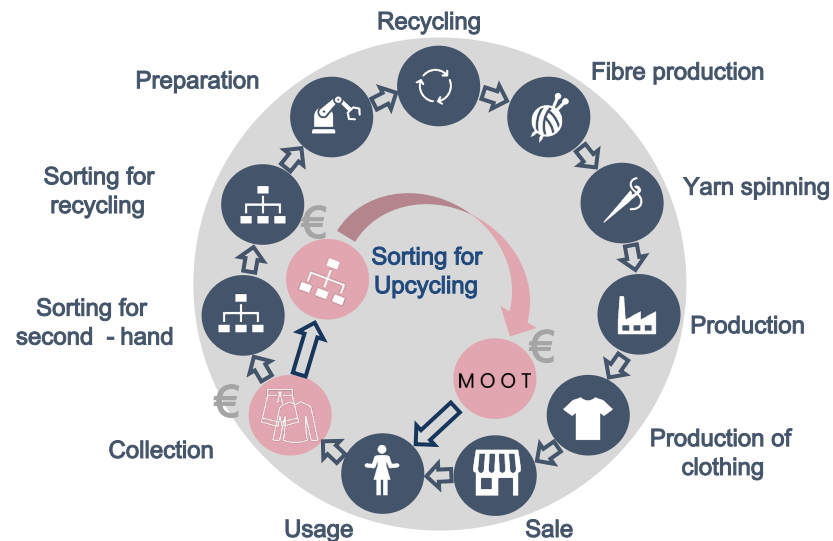
42,000 products/month across 6 production hubs.

🔄 Full Service

Sourcing, design, production, comms — one partner.

🏆 Proven

DFB · DHL · GORE-TEX · Ricola and more trust MOOT.



MOOT

Let's build something circular.

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Let's connect!