

Trek Bicycle Corporation

2014 MPower Champion



TREK



Company Info

Trek Bicycle Corporation is a 2014 MPower Business Champion. They are an innovative leader in the bicycle industry for sustainable business practices.

Getting Involved

Trek decided to become an MPower Business Champion to advance their sustainable efforts. All departments are represented on the Green Team, and mainly operate through the Safety and Environmental Sustainability office. Active MPower members come from Manufacturing, Design, Engineering and IT. Trek continues to implement and develop sustainable business practices aligning with their eco-friendly goals.

Highlight: MPower Sustainability Project



Reusable Bags

Project overview

The goal of the *Reusable Bags* MPower project was to eliminate single-use plastic bags from the employee purchasing program. The project sought grant money from Use Reusables to help implement reusable bags.

Outcome

The *Reusable Bags* MPower project successfully eliminated 1,500 plastic bags per month from landfill waste! It also helped promote reusable bags and other materials at their office headquarters. Helmet and shoe boxes were too large for the traditional bags; a custom bag was designed to solve this problem.

Moving Forward

Trek continues to encourage their employees to be cautiously aware of habits regarding single-use items and implementing more reusable items. In addition to the *Reusable Bags* MPower project, Trek is promoting healthier, farm to table food options in their employee café.

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