

CEGO – Circular Economy Go

Verkostot kiertotalousliiketoiminnan mahdollistajina –webinaari to 21.5.2026

Reima x Ninyes: Kestävää laatua lapselta toiselle

Sustainability Coordinator **Jaana Karenius**, Reima
Digital Project Specialist **Yulia Berko**, Reima



Uudenmaan liitto
Nylands förbund



Euroopan unionin
osarahoittama



reima

SECOND HAND

Reima x Ninyes: kestävää laatua lapselta toiselle

Yulia Berko, Reima

May 2026

reima

Agenda:

Jaana Karenius:

- Responsibility at Reima

Yulia Berko:

- Reima Second hand case (customer journeys, second hand in retail and other countries)



Jaana Karenius



Sustainability Coordinator:

- CSR

Yulia Berko



Digital Development Specialist at Reima:

- Digital development solutions for consumer-facing projects
- Reima Second hand



Responsibility at Reima

Jaana Karenius, sustainability coordinator

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Reima is a globally leading brand of kids' activewear, known for award-winning innovations and high-quality products.



Our approach to sustainability



Climate action

Reima has validated
SBTi near term targets

- Reima commits to reduce absolute scope 1 and 2 GHG emissions 90% by 2030 from a 2021 base year
- Reima commits to reduce scope 3 GHG emissions from purchased goods and services and upstream transportation and distribution 51.6% per piece by 2030 from a 2021 base year
- Reima has made a commitment to Net-Zero in 2025



Responsible supply chain

Transparency and compliance in focus

Reima Supplier Code of Conduct

- Commitment to UN Guiding Principles for Business and Human Rights

Social compliance of suppliers

- amfori BSCI audits
- Tight, long-term cooperation

Protecting the environment

- Reima Restricted Substances List
- bluesign System Partner

WE SUPPORT



amfori 
Trade with purpose

bluesign
SYSTEM PARTNER



Sustainable product

Reima lasts from one child to another

Uncompromised quality

- Durability and timeless design
- Long product life-cycle: repair, reuse and resell

Always safe to use

- Physical and chemical safety: no nanotechnology, no added PFAS
- EU Product Safety Gold Award

Preferred materials and circularity

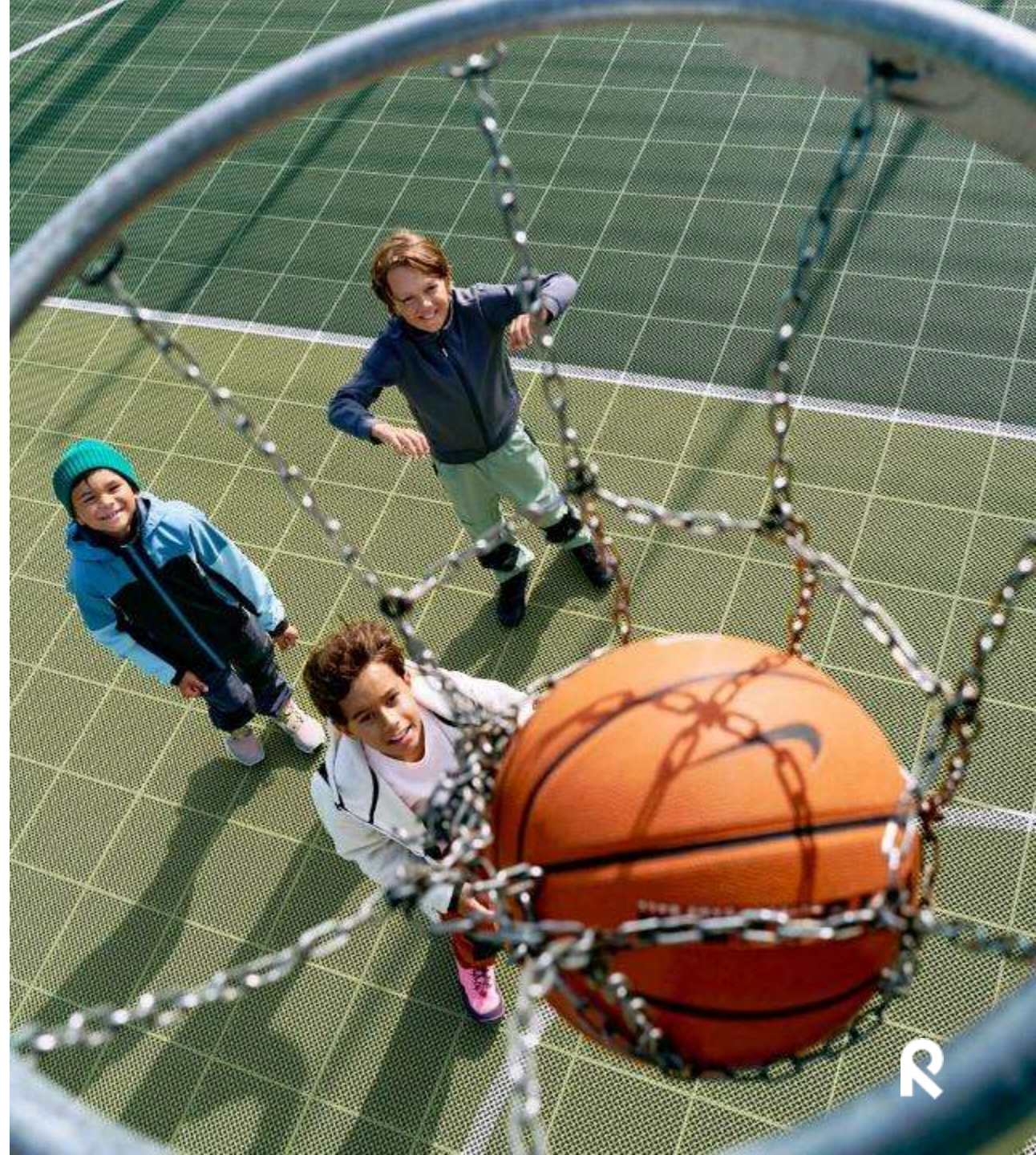
- Over 50% recycled synthetic fibers
- 100% GOTS certified organic cotton
- 100% RDS down



Commitment to all stakeholders

We want to create value for

- Customers – excellent consumer experiences
- Employees – wellbeing & development
- Partners – success with our suppliers, agents and other resellers
- Shareholders – funding our journey and return on investments
- Communities – making the change together





CSR Report 2025

Read more on our sustainability work:
company.reima.com

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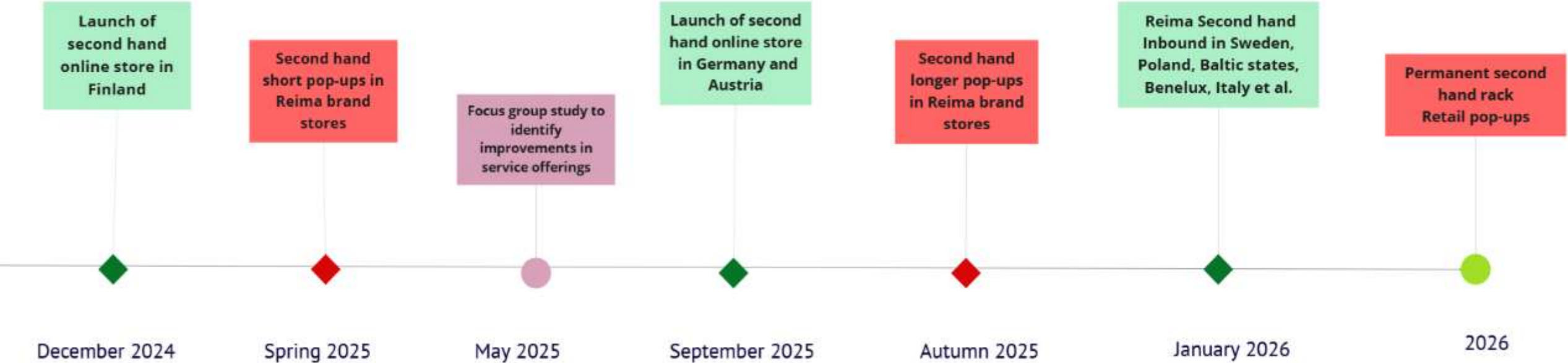
Reima Second hand

reima

**>80% of our customers hand down or sell
Reima further**



Reima Second hand service timeline



Reima Second hand



Customer sells second hand



INBOUND of second hand items



Selling customer journey



Customer buys second hand

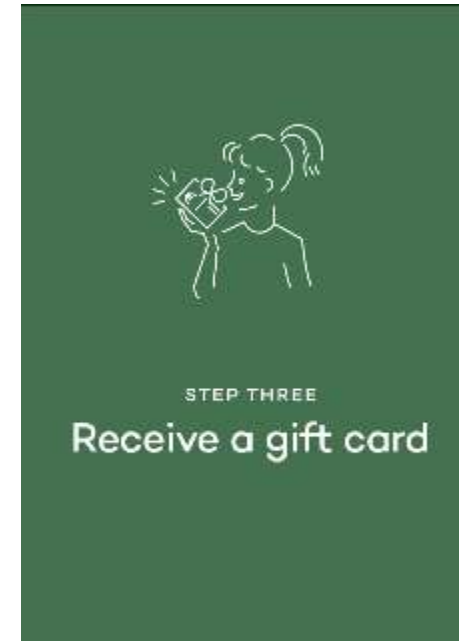


ORDERS in ecom and retail



Buying customer journey

Selling customer journey (Customer sells second hand):



Benefits for customers:

- No need to wait until items are sold. Gift card will arrive within 2-3 weeks
- Hassle-free: no photos, pricing or negotiating with buyers needed
- Other brands can be sent in the same bag.
- Gift card can be chosen to another brand of Ninyes network
- Easy to send: send by post or bring to Reima store or Ninyes pick-up points



Selling customer journey:

Reima does:

- Communication
- Assets in digital channels (landing page, newsletters, app etc.) and retail channels
- Accepting second hand in Reima retail stores
- Issuing the gift cards

Ninyes does:

- Resale form
- Receiving second hand at Ninyes by post or from stores
- Physical handling of second hand (quality control, pricing)
- Communication with the customer about the gift card value
- Gift card requests



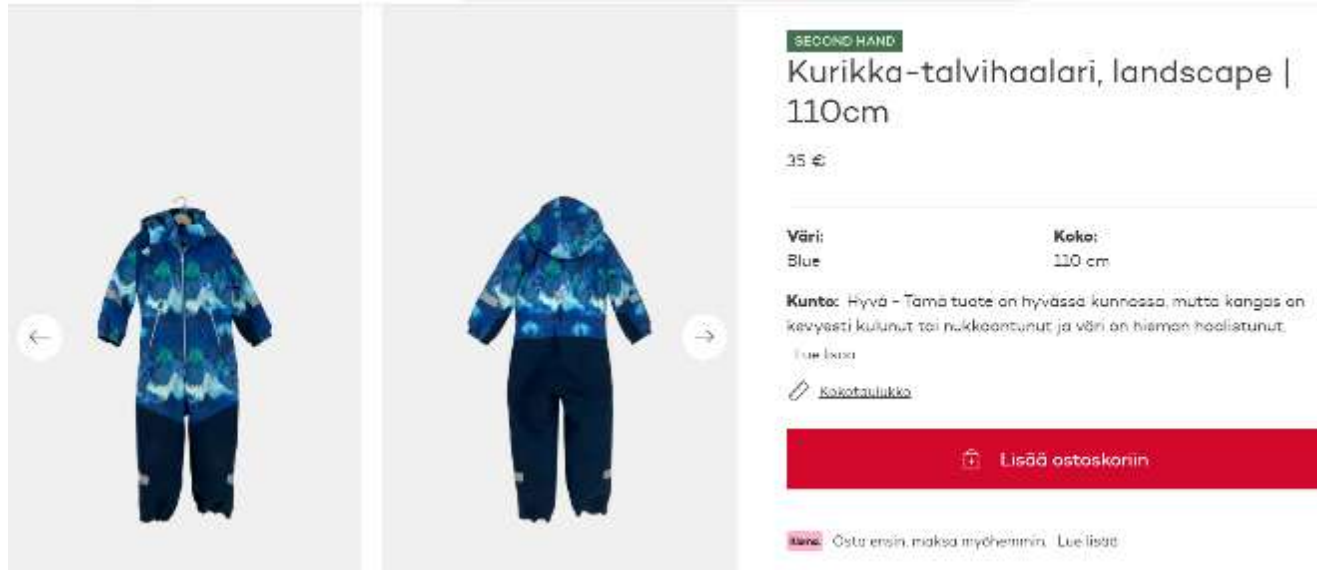
Benefits:

- Pricing and expertise of second hand are done by second-hand professionals
- No second hand inventory



Buying customer journey (Customer buys second hand):

Online in Finland and Germany:



- Finnish second hand online store in December 2024
- Germany/Austria second hand online store in September 2025

Offline in Reima stores in Finland:



- Pop ups in stores
- Permanent second hand rack

Product Detail Page of a second hand item



Reima lasten softshell-takki Vantti, jossa on irrotettava huppu, vetoketjullinen tasku ja vetoketjukiinnitys. Reiman veden- ja tuulenpitävä softshell-materiaali on alun perin

SECOND HAND

Lasten softshell-takki Vantti, purple
| 80cm

30 €

Väri:

Purple

Koko:

80 cm

Kunto: Erinomainen - Tämä tuote on kuin uusi, siinä on vain jälkiä kevyestä käytöstä. [Lue lisää](#)

[Kokotaulukko](#)

[Lisää ostoskoriin](#)

Kiitos! Osta ensin, maksa myöhemmin. [Lue lisää](#)

[Second hand tuotteiden toimitusehdot](#)

[14 päivän palautusajanko](#)

[Toimitusaika on 1-3 arkipäivää](#)

Ninyes provides:

- Product photos
- Specified condition of the item based on three levels: Excellent/Good/Fair
- Price
- Product description

Benefits for customers

- **Safe to buy second hand:**
 - Second hand items are pre-checked for possible fault/counterfeits
 - Shoes are pre-checked that they are not worn-out and wouldn't hurt the feet of next users
 - Honest description of the item's condition provided by resale professionals
- **Easy to combine with new items**
 - Customer add new and second hand items in the same shopping cart and pay just once
- **No risk when purchasing:**
 - Customers can safely purchase via the trusted checkout
 - Customer can return the second hand item if purchased online

The screenshot shows the Reima mobile app interface. At the top, the Reima logo is on the left, and search, shopping cart (with a red notification bubble containing the number 2), and menu icons are on the right. Below the header, there are two product listings. The first listing features a pink puffer jacket with a 'KEVYTTOPPA' label, a description 'Lasten vettäyhkivä kevyttoppatakki Uumaja', color 'Väri: Light Heather', and size 'Koko: 104 cm'. It has a quantity selector set to 1 and a price of 89,95 €. The second listing features a dark blue patterned hooded jacket with a 'SECOND HAND' label, a description 'Toki-talvitakki, dark blue | 98cm', color 'Väri: Blue/Multicolor/Orange', and size 'Koko: 98 cm'. It has a price of 40 €. At the bottom, a red navigation bar contains the text 'KASSA', a shopping cart icon with the number 15, and a chat icon.



Buying customer journey:

Reima does:

- Integration of the second hand items into purchasing journey of the localized online stores
- One checkout for new and second hand items

Ninyes does:

- Second hand product presentation (images, item's condition, descriptions, prices)
- Shipping second hand orders

Benefits:

- Display of second hand items online (images, descriptions, condition of the second hand items) are provided by Ninyes
- No extra load for existing ecom operations: second hand orders are managed separately by Ninyes (shipping, returns)



Reima Second hand in Reima retail stores

- **Second hand pop-ups**
 - Seven pop-up second hand in Reima brand stores in Helsinki, Espoo, Tampere and Oulu
 - Duration 5-20 days
- **Permanent Second hand rack at Forum:**
 - New items every 2-4 weeks
- **Second hand Heti-etu days:**
 - Customer gets immediate evaluation and a gift card in the store for the Heti-etu days.



Second hand permanent corner from May 2026

Second hand pop-ups in Forum, Iso Omena, Tampere and Oulu Reima stores



Second hand inbound in other markets starting from January 2025:

- Customers can second hand items from the following countries:
Sweden, Denmark, Poland, Belgium, Estonia, France, Greece, Ireland, Italy, Latvia, Lithuania, Luxembourg, Netherlands, Portugal, Spain
- ~50% Finland, ~23% Germany and Austria;
~22% other countries with Poland and Sweden quite active



What has been reached so far:

Operating in **18** European countries

Over 1300 pcs second hand pieces found a new owner

>800 resale forms filled

650 gift card issued





Customers are saying...


- “Reima Second hand -palvelu on hyvä tapa kierrättää lasten vaatteita. Kiitos siitä!”
- “Kiva että on mahdollista ostaa luotettavasti Reiman tuotteita käytettynä.”
- “Hyvä idea, jatkakaa vaan jalostamista. Helppous ja kannattavuus kuluttajalle merkitsee.”
- “Pitäkää meteliä vaan siitä lisää.”
- “It's great that the second hand is now available via app directly, good clothes”


Comments


Reply


 **britishadventuremum** 2d · ❤️ R
This is EPIC!!! Can't wait for it to reach your other markets!
Reply

 **reima** 1d · Author
@britishadventuremum Yes, so happy to hear & we can't wait either, working on it 🙌❤️
Reply

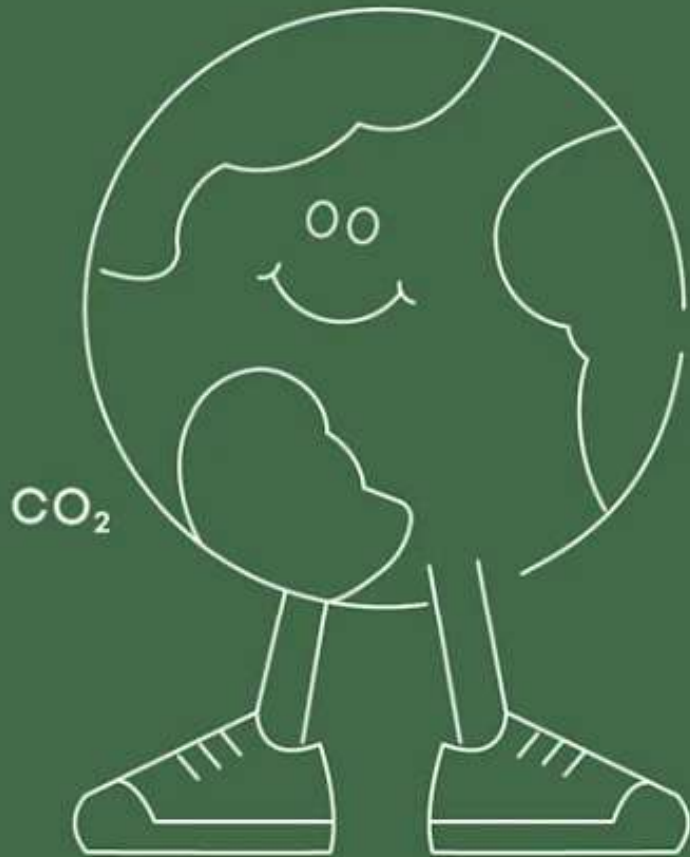
 **simplymodernkolby** 1d · ❤️ R
This is amazing every outdoor gear company should offer this!! Thank you thank you thank you!!! ❤️❤️❤️ So proud to support such a wonderful company!!! 🙌🙌🙌
Reply

 **juliahminen** 1d · Author
@sj_hair Todellakin, aion kattoo täältä aina eka, saisko tarvittavat käytettynä. 😊
Reply See translation

 **tiiasavukoski** 1d · ❤️ 🙌
LOISTAVAA
Reply See translation

 **juliahminen** 1d · Author
@tiiasavukoski On!!!
Reply

via uutisia! Reima
nd hand -kaupan,
ia Reiman
kokekaupasta-eli
äällä
maan!



Thank you for giving your used Reima products a second life!

Research shows that carbon emissions drop by **44%** when a garment is used for twice as long.*

**Ellen MacArthur Foundation, A New Textiles Economy: Redesigning Fashion's Future (2017)*

Q&A

Thank you!

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mahdollistajina –webinaari
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