Templates [English]

### *Choose a template below based on your company’s focus and motivations for partnering with Bower.*

**About Bower**

Bower was founded in 2018 by siblings Suwar and Berfin Mert with the vision of creating a world free from waste, where every package finds its way back into the recycling loop. Inspired by the successful deposit systems for PET bottles and cans, they wanted to take it further—putting a value on all packaging and giving everything a second life.

With cutting-edge AI technology, the Bower app can recognize packaging with or without barcodes and reward users for their recycling efforts. By scanning your packaging, you not only get guidance on how to sort it correctly but also earn rewards. These rewards can be redeemed as cash, used for cashback or discounts, or donated to charity—the choice is yours.

Every time you open the app, we take another step together toward a circular future, where small everyday habits create significant change. For us, it’s about more than recycling—it’s about transforming how we view resources and inspiring a world where waste no longer exists. Instead, we see new possibilities for materials to be recycled and find new life.

Today, Bower is available in 176 countries and has a global community of over 700,000 users and 500 partner brands that reward consumers for doing the right thing. Together, we’ve already sorted over 120 million packages—a meaningful contribution to the planet, and we’re just getting started.

Download Bower and join the movement that gives waste a value. 💚

**CTA**

Download the app

Learn more about Bower

**Länkar**

Your brand landing page (if included in the partnership):

Our website: <https://getbower.com/> (engelska)

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### **Template 1: Consumer Rewards and Simplified Recycling**

### **Headline:** Get rewarded for doing good—[Partner Name] partners with Bower!

### **Introduction:** At [Partner Name], we want to make it easier and more rewarding to make a positive impact on the environment. That’s why we’ve partnered with the Bower app—an innovative solution that rewards you for sorting and recycling correctly.

### **Body Text:** You can now recycle our packaging directly with the Bower app and earn rewards that can be redeemed as cash, cashback, or discounts—or donated to charity.

### It’s simple:

### Scan the barcode on our packaging.

### Find your nearest recycling station.

### Sort it correctly, confirm in the app, and get rewarded!

### This is our way of saying thank you for helping us create a better future. [Download the Bower app today](https://getbower.com/) and start earning rewards!

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### **Template 2: Increasing Recycling Rates and Reducing Litter**

### **Headline:** [Partner Name] + Bower = Together for a world free from waste

### **Introduction:** Did you know that every correctly sorted package makes a huge difference to the environment by giving it a chance at new life? At [Partner Name], we take responsibility for reducing litter and increasing recycling rates through our partnership with Bower.

### **Body Text:** Bower makes recycling easy. By using their app, you can scan our [type of packaging] and get guidance on how to sort it correctly. For every package you recycle, you reduce the amount of waste that ends up in landfills or nature—and we reward you for your commitment!

### Together with Bower and our customers, we’ve already contributed to collecting [X number of packages], helping to create a more circular economy. Thank you for making a difference!

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### **Template 3: Environmental Impact and Sustainability**

### **Headline:** At [Partner Name], we take responsibility for our environmental impact—with help from Bower

### **Introduction:** Reducing our environmental impact is a central part of our sustainability work at [Partner Name]. That’s why we’ve partnered with Bower, a platform that gives our packaging new value through recycling.

### **Body Text:** The Bower app helps consumers easily sort our packaging correctly and rewards them for every effort. This way, we aim to inspire more sustainable choices and contribute to a cleaner, more circular world.

### By using the Bower app, our customers can:

### Scan the barcode on our packaging to get sorting instructions.

### Find the nearest recycling station directly in the app.

### Earn points that can be converted into cashback, discounts, or donations to charity.

### For us, it’s about more than just recycling—it’s about taking responsibility for our planet and future generations. Through our partnership with Bower, we hope to make a difference, one package at a time.

### Together, we can create a world where every package finds its way back into the recycling loop, and nothing ends up as waste. Thank you for helping us make a difference! Download the Bower app today and be part of the change.

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**Social Media Templates**

Did you know that [product’s packaging] is now eligible for rewards? Through our partnership with Bower, we’re making it easier for you to recycle correctly and contribute to a sustainable future.

With the Bower app, you can scan our products, get clear instructions on how to sort them, and recycle them at your nearest recycling station. Plus, we reward you for your effort!

Through this collaboration, we aim to increase recycling rates and create a more circular economy, where every package makes a difference.

At [Brand Name], we want to be part of the solution. By partnering with Bower, we’re taking responsibility for our packaging even after the product has been used.

Now, you can easily scan and recycle [product’s packaging] with the Bower app and help us make sure it’s sorted correctly. Together, we can reduce litter and take care of valuable resources.

We believe small changes in everyday life can lead to big results. By giving our packaging value even after use, we hope to inspire more people to contribute to a waste-free world.

### **Call to Action (CTA)**

**Adapt for the channel:  
Instagram/Facebook/TikTok**👉 Download the Bower app today and start recycling! [Link]  
📲 Make a difference with every package—together with us!

**Newsletter:  
How it works:**

1. Download the Bower app
2. Scan the barcode on [product’s packaging]
3. Recycle it at your nearest station—and get rewarded!

**Website/Press Release:**Learn more about our sustainability efforts and partnership with Bower here: [Link]