



RetroActif partners with the NBA

In taking steps to become a more environmentally responsible organization, the NBA continues to explore ways to remind fans of the ways they can reduce their environmental footprint. Translating these efforts into consumer product initiatives brought about a relationship with RetroActif to repurpose the non-biodegradable materials into fashionable bags and accessories.

Eye-catching, eco-friendly accessories manufactured from actual banners featured at marquee NBA events, such as the All Star Game, are now available to consumers. Produced from a finite number of banners, each limited edition item captures the excitement of the NBA's biggest games and events of the year.



The Miami Heat has been working closely with RetroActif to make bags for resale and promotion. Every NBA and WNBA team can join the effort to not only benefit the environment, but to also create a positive eco-friendly corporate image. Sponsors of the NBA, organizations and corporations interested in using these bags as their giveaways can contact RetroActif for a proposal.

Please browse our Corporate Section to see the designs available and the list of corporate clients.

RetroActif

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