

Recycled Products

Company:
Spirare Surfboards
(Providence, Rhode Island)
www.spiraresurfboards.com

Product:
Surfboards

Recycled content:
Fifty percent of the board's outer surface is made from various recycled materials. Interior frame made from 100-percent recycled EPS.

Target market:
Environmentally-minded surfers



"I make functional art – art that is designed to get wet," reads a statement on the website of Kevin Cunningham, the creator of Spirare Surfboards. More specifically, the boards are art that "rides the waves and carries a passenger," while also cutting down on debris littering oceans and beaches.

Surfers tend to be a pretty eco-minded crowd, but the materials that often make up their boards tend to be anything but. In 2003, Cunningham started Spirare Surfboards to provide a more environmentally-friendly way to hang ten.

Cunningham crafts the boards partially from recycled materials, much of which can be found in the ocean and on beaches. About 50 percent of the board's outer surface is made from reused or recycled materials. Cunningham weaves plastic bags into strengthening cloth, cuts up plastic bottles and reassembled into fins, inlays driftwood into intrinsic patterns and finds other uses for the litter on beaches.

Many of the boards are also made using a recycled EPS foam interior frame that are covered with a wood perimeter. Cunningham has plans to begin using a new foam, ENVIROfoam, which is 100-percent recycled. Made by Marko Foam, the material is made from post-consumer and post-industrial sources and can, itself, be recycled as well.

Company:
Verallia North America
(Fairfield, California)
www.verallia.com

Product:
Wine bottles

Recycled content:
50-percent recycled glass

Target market:
Wineries



If you've ever taken a trip through the Arcadian Pacific Northwest to sample the offerings of local wineries, there's a good chance you've come across a bottle that's passed through Verallia's Seattle glass plant.

The glass recycling facility has been steadily churning out bottles, jars and other glass items for decades. Last year, the facility got a big renovation when it came under the purview of Saint-Gobain, the Paris-based parent company of

Verallia, which invested \$20 million over 18 months to modernize it. The plant gets its cullet supply from eCullet, which is right next door, and the two work with recycling companies in the greater Seattle and Vancouver, B.C. area for a supply of material that is used to produce bottles that come in a range of colors.

On average, bottles from Verallia are produced with over 50 percent of recycled cullet. The main barrier to using more, according to the company, is getting a better supply of the crushed glass. Hypothetically, Verllia could produce bottles with 90 percent recycled content, if it only had it in its reach. The company also offers its ECO Series of bottles, which are designed to be made using less energy and material. Verallia, which has other facilities spread across the country, is the only glass container manufacturer to earn the U.S. Environmental Protection Agency's ENERGY STAR Partner of the Year Award in 2009 and 2010, for energy management.

Company:

Advanced Environmental Recycling Technologies
(Springdale, Arkansas)
www.aertinc.com

Product:

MoistureShield composite decking

Recycled content:

95-percent with post-consumer HDPE and polyethylene and wood debris

Target market:

Homeowners and construction companies

Advanced Environmental Recycling Technologies' (AERT) MoistureShield composite decking boards and railings resist rot, decay and insects, unlike more conventional materials. And that's because they are made from 95-percent recycled content, a claim that AERT recently had verified by the International Code Council Evaluation Service.

The decking material is made from shredded wood from waste construction and debris pallets, mixed with post-consumer HDPE and LDPE from milk jugs, grocery bags and other items. AERT encapsulates the wood fibers in the polyethylene, producing a durable substance that can be placed directly on the ground, unlike more conventional materials. The deck planks made from the material are extruded and allowed to cool slowly, to prevent warping.

It's also designed to be non-toxic and the staining, painting or sealing needed with wood planks is not required with MoistureShield. Additionally, the planks retain their color even after weathering, and feature a natural wood-grain texture. Used in both commercial and residential products, AERT also makes deck tiles, trim and molding.

