

# Recycled Products

## Company:

Mountainsong Recycled Plastics  
(Garden Valley, California)  
[www.recycleallplastic.com](http://www.recycleallplastic.com)

## Product:

### Modular roadside drains

## Recycled Content:

100-percent recycled material – 70-percent recycled plastic,  
30-percent recycled crumb rubber

## Target Market:

Anyone needing water diversion

Mountainsong Recycled Plastics' modular roadside drains provide an easily-installed drainage solution for all types of water diversion needs. According to officials, the company's recycling process allows Mountainsong to use all forms of plastic, "with or without the recycle symbol," in the manufacture of its products. This includes agricultural plastic, plastic film, bubble wrap, old toothbrushes, garbage cans and recycling containers. For the drains, the recycled plastic is mixed with 30-percent crumb rubber from recycled tires.

One of the primary selling points of the product is the time-saving nature of readymade roadside drains. For example, Mountainsong noted that, when Riverside County, California purchased 60 drains for installation, it only took a two-man team two and one-half hours to install the 60 three-foot-long by 34-inch wide drain modules. Setting conventional drains would have required the use of 10 laborers over a three-day period, and that doesn't include the asphalt installation, grading equipment and traffic control that would have been needed.

The roadside drains can withstand damage from gasoline and diesel, and meet a rating of 10 (10 being the highest) on the degradation scale, meaning no degradation from exposure for 40 years, and nine (10 being the highest) on the discoloration scale, meaning slight discoloration after three decades of use.



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Reader service #122

Company:  
Metro  
(Portland, Oregon)  
<http://tinyurl.com/metropaint>

Product:  
**MetroPaint**

Recycled Content:  
100-percent recycled latex paint

Target Market:  
Consumer and commercial paint buyers

MetroPaint is a product of Metro, Portland, Oregon's elected regional government, which began producing the paint in 1992 as part of its first permanent household hazardous waste (HHW) facility. The product is recycled entirely in-house by Metro staff.

MetroPaint is available in 15 different colors, ranging from Seashell cream and Crater Lake dark blue to Espresso dark brown, and comes in one- or five-gallon containers. The recycled paint is available in three formulations: Standard, certified – certified by Green Seal and the Master Painters Institute – and premium, its top-shelf white paint. Both the certified and premium grades are infused with a mold-and-fungus inhibitor and include a five-year warranty.

When donated or discarded paint comes into MetroPaint headquarters from the HHW program, it's examined for quality, sorted, stored, mixed, filtered and, ultimately, canned. The product costs far less than new paint, as well, at \$24-to-\$44 for a five-gallon pail or \$6 to \$10 for a one-gallon can.

Metro's recycled paint program has been a terrific success, taking in over \$1 million in revenues in 2008 and capturing four percent of the market share of the latex paint market in the Portland Metro area.



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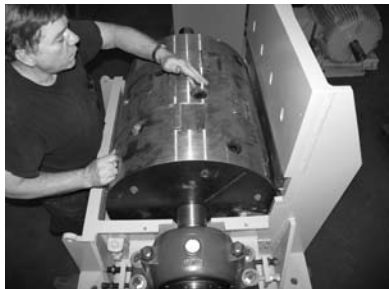
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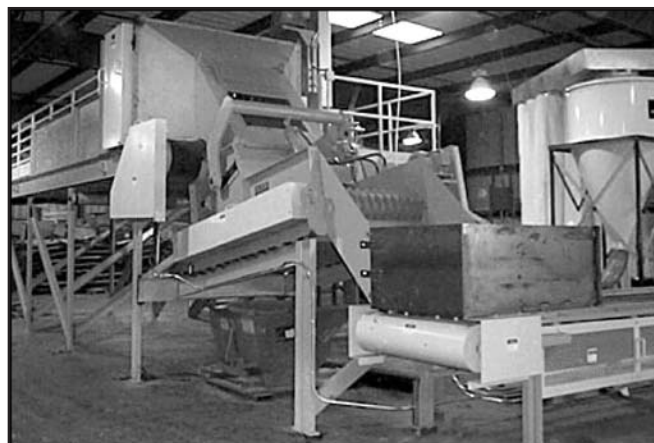


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Reader service #250



Company:  
Kena Kai  
(Anaheim Hills, California)  
[www.kenakai.com](http://www.kenakai.com)

Product:  
**FELTtech notebook computer sleeve**

Recycled Content:  
100-percent recycled PET

Target Market:  
General consumers

Kena Kai's four-millimeter-thick portable computer sleeves come in three different sizes – 15.4 inches, 13.3 inches and a 10.8-inch model designed for ultra-portable, or "netbook," computers. The sleeves are fashioned from a felted material made from 100-percent recycled polyethylene terephthalate. The sleeves, touted as being Transportation Safety Authority-friendly (i.e. – they don't have to be taken out to go through the X-ray scanners), come in four different colors, each with a contrasting interior color. Combos include grey/turquoise, orange/chocolate, purple/grey and turquoise/grey.

The company chose to use recycled materials for the new line of sleeves because, according to Kena Kai, "after looking at the notebook computer sleeve category, we didn't believe the world needed another petroleum-based 'neoprene' sleeve." The sleeves retail from \$24.99 to \$34.99 on the company's Web site.



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