

Recycled Products

Company:

ReBinder
(Seattle, Washington)
www.rebinder.com

Product:

CD and DVD sleeves and cases

Recycled content:

85-percent post-consumer, and 15-percent post-industrial, fiber

Target market:

General consumer

Anyone who has a stack of CDs at home or at the office knows that the jewel cases that contain them are fragile. They crack, they shatter, they break and, ultimately, end up in the landfill. But ReBinder, a maker of sustainable office products, hopes to change that with its ReSleeve and RePlay media storage units. Made from 100-percent recycled and recyclable rigid cardboard, their storage units are meant to be a sturdier and more eco-friendly alternative.

The ReSleeve is a cardboard sleeve that a CD or DVD can be inserted into. On the front of the ReSleeve is a circular hole that was put there so that users can see the disc inside. The RePlay functions more like a conventional jewel case that can be folded open, and includes two slots for discs or a single disc and liner notes. They also come with white laser labels and free templates to design the cover art.

Both the ReSleeve and the RePlay come in a plain brown color that is ripe for creative types to add their artwork to. Both have been used by multimedia packaging companies, television networks, photographers, as well as for band demos, party favors and other uses.



Company:

Vij5
(Eindhoven, Netherlands)
www.vij5.nl

Product:

NewspaperWood

Recycled content:

Over 50 percent

Target market:

Wood workers

The underlying concept behind NewspaperWood is to reverse the long-standing convention of treating newspaper as a product and wood as a source. Meant to function just like conventional wood, but made from “yesterday’s news,” the innovative material is the creation of Dutch designer Mieke Meijer, who came up with the idea while a student at the Design Academy Eindhoven, and was picked up by the design label Vij5.

NewspaperWood was designed to function just like conventional wood, and is so similar to it that it even has the same growth rings that are seen in trees, even its texture has the appearance of wood. These similarities were produced by the designer carefully layering old newspapers, attaching them with glue and rolling them up tight so the material has the consistency as the trees it was originally made from.

The material functions just like normal wood; it can be sanded, sawed and carved. So far, other designers have used it much the same way a carpenter would use regular wood. It’s been made into cabinets, shelves, frames, jewelry, stools – even a printing press.



Although the designer likes to think of NewspaperWood as being “upcycled” rather than recycled, it was designed without solvents and plasticizers so that it can be turned back into newspaper.

Company:

RPC Containers Oakham
(Northamptonshire, U.K.)
www.rpc-group.com

Product:

Paint container

Recycled content:

25-percent post-consumer recycled polypropylene

Target market:

General consumer

British Packaging manufacturer RPC Containers Oakham makes a paint container from 25-percent post-consumer polypropylene for various manufacturers and paint makers. The pail is injection-molded and available in 2.5-liter or 5-liter sizes. The container

pictured was designed specifically for B&Q for its Home ECO paints that are made entirely from waste emulsion and are meant to give consumers a more eco-friendly option. The new paint was developed with help from NewLife Paints, a company that collects and reconditions waste paints for consumer use.

B&Q sought out RPC because the company often uses recycled content in its containers and because it wanted to use a U.K. supplier to avoid unnecessary transportation and carbon emissions. The container was carefully tested and designed to provide high functionality while also being able to withstand the weight of the paint.

