

# Recycled Products

## Company:

Samsung Telecommunications America (Samsung Mobile)  
(Dallas, Texas)  
www.samsungwireless.com

## Product:

**Samsung Intensity II**

## Recycled Content:

35-percent post-consumer recycled plastic

## Target Market:

General consumer

A marker of how far the green market has come, one of the first things noted in the press release hyping the newest cell phone from Verizon Wireless and Samsung Telecommunications America (Samsung Mobile), the Samsung Intensity II, is the fact that it is made partly from recycled plastic." The recycled content used, in the phone's external battery cover, which contains 35-percent post-consumer plastic, and is a blend of polyethylene terephthalate and "other recycled polycarbonate materials."

Samsung is also promoting the recycled content in the Intensity II's packaging, with a box made out of 60-percent recycled paper and a quick reference guide made of 20-percent recycled paper.

In offering the new phone, both Samsung and Verizon Wireless – the cell carrier selling the mobile phone – note that they are offering up a home for the unwanted cell phone that the Intensity II is replacing with the Verizon Wireless' HopeLine cell phone recycling and refurbishing program. According to officials, proceeds from unwanted cell phones are used to "provide wireless phones and airtime to victims of domestic violence, as well as funding and other contributions to non-profit domestic violence shelters and prevention programs across the country."



## Company:

Move Collective, LLC  
(Shelby, North Carolina)  
www.waterbobble.com

## Product:

**bobble water bottle**

## Recycled Content:

Contains an undetermined amount of recycled PET

## Target Market:

General consumer

Intended to replace the individual water bottles sold by the millions every day across the country, The Food and Drug Administration-approved bobble is a single-serve water bottle with its own filtration system in it, enabling users to simply fill with tap water that still tastes "lean, crisp and pure – every bit the equal of single-serve bottled water purportedly drawn from mythological mountain streams, without the sizable economic and ecological costs."

The colorful bobble is made of an undetermined amount of recycled polyethylene terephthalate – the exact amount is proprietary – and includes an activated carbon filter, which includes a slight electro-positive charge that attracts chemicals and impurities, pulling them from the water. The company assures consumers that the bobble is "free of Bisphenol A, phthalates and polyvinyl chloride" and that both the bottle and the filters are 100-percent recyclable.



bobble and its one-size-fits-all filters come in six distinct colors (black, blue, green, pink, red and yellow) with each filter lasting for approximately 40 gallons – the equivalent of 300 single-serve water bottles, according to the company. The bobble comes in three different sizes, 13, 18.5 and 34 ounces.

The bobble's iconic shape, created by industrial designer Karim Rashid, is available for sale at such retailers as American Apparel, Bloomingdale's, Container Store, GNC, JCPenney, Kitchen Kaboodle and Wegmans, among many others.

**Company:**  
Vintique Wine Racking  
(La Mirada, California)  
[www.vintiquewine.com](http://www.vintiquewine.com)

**Product:**  
**Vintique  
Wine Racks**

**Recycled Content:**  
100-percent recycled  
or reused wine barrels

**Target Market:**  
General consumer/  
interior designer/  
building contractor

Vintique makes custom wine racks from reclaimed wine barrels and antique wine tanks, retaining the distinct coloring

and aroma from the delicious and intoxicating grape juice that had been fermented within. The racks are handmade and customizable for a home wine cellar, should you be so lucky to have one, but are also ideal to provide a singular look for a restaurant or bar.

The wood for the racking and counters are not only wine-stained, but markings from where the hoops were placed around the barrels, or from the barrelhead "with all of its patina, cooperstamps and special markings."

The company, which has been in the wine cellar industry for over eight years, can customize their wares into any configuration, suggesting such permutations as radius corners, stemware displays, case storage, cheese cutting boards or crown and base moldings.

