

Recycled Products

Company:

Marmot Mountain LLC
Santa Rosa, California
www.marmot.com

Product:

DriClima Catalyst Jacket

Recycled Content:

Lining is made from 100-percent recycled polyester

Target Market:

General consumers

Parts of the DriClima Catalyst jacket are from Marmot's UpCycle program, which, depending on what part of the program it's from, are made from post- and pre-consumer plastic or coconut shell husks.

This jacket's DriClima lining, pardon me, the "DriClima Moisture Management Technology," is made from 100-percent recycled polyester, and is part of a "family of uniquely plaited bi-component knit fabrics engineered to mechanically draw moisture away from your skin to keep you dry, warm and comfortable," according to the friendly Marmot folk. The key to this miraculous fabric, according to the company, is the "three-dimensional wicking" that quickly wicks away moisture.

The jacket also includes a recycled polyester face fabric (88-percent recycled content) and a completely recycled zipper. The jacket comes in a variety of handsome colors as well, including alert orange (like the one sent to me, which makes me look like a gigantic pumpkin).

**Company:**

GBL & CLjr Publishing
San Clemente, California
www.gopopsi.com

Product:

Popsi, the Daughter of Mother Nature

Recycled Content:

The doll's stuffing is made from 100-percent recycled PET and its outfit from 75-percent recycled PET

Target Market:

General consumers.

"What's a toy without a lesson? Just another toy in a landfill," says Geraldine B. Lewis, the creator of Popsi, "the world's first recycled doll." Popsi is made in the U.S. from recycled polyethylene terephthalate (PET), as well as from organic wool and cotton. Lewis comes from a background of eco goods, opening green promotional product company Post-Consumer Products over a decade ago.

Popsi comes with a book, *Popsi, the Daughter of Mother Nature* – authored by Lewis – which has the doll coming to life via "a wise wizard named Wooley," befriending a caterpillar, named Caterpillar, and singing songs promoting recycling. The book and the doll are not, however, the end of Lewis' goals for Popsi.

Popsi is also considered an educational tool for the company's "the



Daughter of Mother Nature Environmental Program," which involves, among other things, children taking a "Popsi Pledge," promising – on their honor, naturally – to help both Popsi and Mother Nature clean the earth.

Winner of the Dr. Toy Best Green Product Award for 2009, Lewis sees Popsi as an educational tool that guides kids (kindergarten through the third grade) "through lessons encompassing scientific, reading, mathematical, ecological and logical concepts." It is impossible to overstate Lewis' seriousness about the doll or her ambitions for it.

Popsi can be purchased on her own, or as part of a package that includes the book (made from 25-percent post-consumer paper) and a bag, also made from 100-percent recycled PET.

Company:

Vetrazzo

Richmond, California

www.vetrazzo.com

Product:

Vetrazzo

Recycled Content:

Up to 85 percent glass, by weight, in a resin-free cement binder, of which 100 percent of the glass is recycled.

Target Market:

General or commercial consumers, contractors

Recycled glass countertop maker Vetrazzo was created in 1996 "by a Ph.D. in glass and materials science, looking for an innovative way to utilize recycled glass." The countertops consist of up to 85-percent recycled glass held together in a patent-pending resin-free cement binder, which contains no petroleum derivatives. It can be used in all manner of applications, including kitchen and bath countertops, fireplace mantels and other flat surfaces which need topping, such as tables.



The company, which has been growing rapidly since a reincorporation in 2006, won a 2009 U.S. Environmental Protection Agency Environmental Achievement Award, and its products were recently labeled as one of Green Builder Magazine's Hot 50 green products for 2009.

Vetrazzo pitches itself as a green alternative to quarried stone, such as the popular granite, a non-renewable resource that can be mined under iffy circumstances, according to the company.

Notable installations include Ritz Carlton Hotels, Whole Foods Markets, Microsoft's Redmond, Washington headquarters, and, of course, Ed Begley Jr.'s kitchen.