

Recycled Products

Company:

Tobias Juretzek
(Akademiestr, Germany)
www.tobiasjuretzek.com

Product:

Household chairs

Recycled content:

Approximately 80-percent post-consumer clothing

Target market:

General consumer



"What often intends to be forgotten in wardrobes and boxes, now is brought to light again. Worn-out clothes, still kept for emotional reasons, here draw a characteristic marking on the chairs," writes German designer Tobias Juretzek about his rememberme chair, which is made from about 13 pounds of discarded clothing.

The rememberme chair, which is distributed by the upscale maker of household items CASAMANIA, is made from old clothes Juretzek collects from thrift stores, his friends and his own closet that are pressed and then held together by a resin that, according to various accounts, makes the unusual and striking furniture surprisingly sturdy. However, according to a statement on his website, Juretzek seeks to create more than a place to sit, harboring more abstract aspirations for the innovative furniture.

"[The] rememberme chair wants to achieve more than pure functionality. Instead of being a dumb servant, it tells an individual story," writes Juretzek in a statement on his website. "Every chair is unique through its material and gets its own expression. The characteristics of the clothes thereby convert to a language. Clothes carry numerous adventures and stories. The chair transports these to a new expression."

Company:

GeoHay
(Inman, South Carolina)
www.geohay.com

Product:

Erosion and storm water management products

Recycled content:

100-percent post-consumer carpet

Target market:

Environmental government agencies



GeoHay makes products made from recycled carpet that are designed to control erosion and manage storm water in an environmentally beneficial way. According to the company, its products, which it says exceed U.S. Environmental Protection Agency standards, have a proven 94 percent, or better, total particle removal rate and are designed to require little to no maintenance. Recently, GeoHay entered into a partnership with Shaw Industries Group, Inc. to recycle the post-consumer carpet it collects nationally.

The company's products have been used for a variety of projects, including filtering water for the home of a rare fish in Georgia, improvements in the Great Smoky Mountains National Park, protecting beaches after the BP oil spill last year as well as others.

Company:

TreeSmart pencils
(Lake Oswego, Oregon)
www.treesmart.com

Product:**Recycled pencils****Recycled content:**

Approximately 85-percent post-consumer newsprint

Target market:

General consumer

TreeSmart Pencils have the look and use of a normal pencil, but instead of using wood to encase the graphite, the Oregon-based company that makes them uses whole post-consumer newspapers that are rolled up around the core of the writing utensils.

None of the pencils use materials that have been mulched or have been mixed with toxic chemicals. Instead, TreeSmart uses a special adhesive formula that is used to bind the newsprint into a cohesive core trunk that's as hard as wood and can be treated as such.

The pencils can be sharpened just like wood, and the company says they last longer than their wooden counterparts. Also built into the pencils are ferrules and latex-free erasers that don't smudge. Everything on the pencils is recycled except the graphite and the latex-free eraser, and the company uses recycled paper for its packaging whenever possible.

TreeSmart spent approximately 7 years dealing with quality control issues and were launched in 2003. The company hopes to expand its offerings to include colored pencils, crayons and other products made from recycled content.

