

Recycled Products

Company:

Image Microsystems
(Austin, Texas)
www.imagemicrosystems.com

Product:

MicroStrate Signs

Recycled content:

100-percent post-consumer plastic from electronic scrap

Target market:

Municipalities, builders, sign enthusiasts

The challenges of using scrap plastic from discarded computers and IT equipment are well-documented – it's, to say the least, a tough row to hoe. Image Microsystems knows this as well as any e-scrap processor/IT asset recovery firm in business, which is why the firm developed its MicroStrate plastic made from 100-percent recycled e-scrap plastic.

The plastic the company has recovered from electronics scrap is blended with plastics from spent printer cartridges and then grinded and molded through the company's proprietary process. The resulting resin is used to make the company's MicroStrate traffic safety and signage products that the company says, utilizes "just one quarter the carbon footprint of aluminum."

All of the company's large selection of signs – traffic, parking, OSHA safety and miscellaneous others – qualify for LEED building points. Also, the signs are "very cost-effective and durable," according to Image Microsystems, and the product "reduces the theft potential inherent in typical aluminum signage."



Company:

PUMA
(Herzogenaurach, Germany)
www.puma.com

Product:

Recycled suede sneakers

Recycled content:

The synthetic suede is made of 100-percent recycled polyester fibers

Target market:

General consumer

PUMA's Re-Suede shoes are meant to have the look and feel of one of the shoe company's most iconic wares, but has been retooled to include the highest degree of recycled materials possible. The original PUMA Suede has been around since the 1970s, first emerging as a "statement shoe" that could later be seen on the feet of 1980s hip-hop artists and others. Now PUMA hopes that the shoe will make another statement: sustainability.

Nearly every aspect of the shoe has been developed to use eco-friendly materials. The upper, sockliner, laces and sublining are all made with 100-percent recycled materials. The synthetic suede is composed of 100-percent recycled polyester fibers, produced by design company Toray. According to PUMA, the process used to generate the material requires 80-percent less energy consumption and carbon emissions than those using virgin materials.



Additionally, the shoes will be sold in PUMA's "Clever Little Bag," a bag that decomposes in hot water and can be poured down the drain.

Company:

Armstrong World Industries, Inc.
(Lancaster, Pennsylvania)
www.armstrong.com

Product:

Ceiling tiles

Recycled content:

33-percent recycled content (mineral wool, paper and recovered ceilings)

Target market:

Individuals who need ceilings

The Sahara direct-apply residential ceiling tiles are Armstrong's latest addition to its HomeStyle Ceilings collection and are available in 16-by-16 inch sizes that are designed to be easy to directly apply to dated drywall, plaster or popcorn ceilings anywhere in the home. The tiles can be applied using one of two methods: wood furring strips or ceiling tile adhesive.

The tiles come in a universal white color that can easily be painted and have a 10-year warranty. They were also designed to provide an overall better visual and to have a faster installation time than traditional 12-by-12 inch ceiling tiles. All of the tiles are made from 33-percent recycled content, with the recycled content is split at 31-percent post-industrial and 2-percent post-consumer. The post-industrial material is mineral wool and the post-consumer content is paper and recycled ceilings.

