

Recycled Products

Product:
Wire shelving units

Company:
ClosetMaid
Ocala, Florida
closetmaid.com

Recycled content:
90 percent recycled steel

Market:
Home design

ClosetMaid's wire shelving units are made from 90 percent recycled steel, earning the product an SCS Global Services certification for sustainability.

According to ClosetMaid president Rob Clements, the decision to feature recycled content was a function of consumer demand. "Our consumers and builders want environmentally friendly products, so we've made a conscious effort to try to increase the level of recycled steel we use in our products," Clements said. Since 2010, the company has steadily increased the recycled content of its shelving units from 75 to 90 percent, manufacturing all ClosetMaid products in Ocala, Florida.

The certified shelving line is customizable and comes in six different models, including a heavy duty unit suited for basements and garages and a "TotalSlide" model for "unhindered hanger sliding action." ClosetMaid shelving units can be purchased online and in stores nationwide.



Product:
Denim insulation

Company:
Blue Jeans Go Green
New York, New York
bluejeansgogreen.org

Recycled Content:
100 percent recycled denim

Market:
Construction

Clothing company Fresh Produce has teamed up with Blue Jeans Go Green, a Cotton Incorporated initiative, to turn old blue jeans into housing insulation.

As part of a promotion, consumers were encouraged to donate their used denim jeans by mailing them directly to Blue Jeans Go Green or by dropping them off at one of Fresh Produce's 24 U.S. stores. In return, customers were given a 15 percent discount on new jeans while the denim started to make its way to Blue Jeans Go Green partner Bonded Logic, the company responsible for converting the jeans into Ultra Touch Denim Insulation. The company removes all the hardware from the jeans – the zippers, buttons and rivets, etc. – and processes the denim to its "natural, original fiber state: cotton." That cotton is then turned into the insulation to be used for residential and commercial construction.

A portion of Ultra Touch Denim Insulation produced by Bonded Logic is donated to communities in need through Habitat for Humanity. More than 600 tons of denim has been diverted from landfills through various Blue Jeans Go Green collection partnerships.



Product:
Recycling bin lid

Company:
Eco-Pop Designs
Pacifica, California
ecopopdesigns.com

Recycled Content:
65 percent recycled stainless steel; liners 16 percent recycled LDPE

Market:
Public space recycling

"Using a fusion of art and ecology to create durable recycled content products," Eco-Pop Designs has been in business for more than 20 years. The company's Eco-Pop Split Source Trash/Recycle Lid reinvents traditional trash receptacles by providing equal space for can and bottle recycling.

The lid is made from at least 65 percent recycled stainless steel and features two semi-circular inner liners to separate trash from recyclables. The liners are made from 16 percent recycled LDPE plastic. The lids can be fastened to a wide range of trash containers with a wire rope cable and are intended for use in public spaces. As with all Eco-Pop receptacles, the Split Source Trash/Recycle Lid is customizable upon request and particularly suited for municipalities aiming to boost out-of-home recycling. Eco-Pop is based in Pacifica, California. Products can be ordered online through the company website or by phone.

