

# Recycled Products

Product:  
**Alternative firelogs**

Company:  
CleanFlame  
Gridley, California  
cleanflame.com

Recycled content:  
100 percent recycled fiber

Market:  
Home

Available in three- and five-pound bags, CleanFlame alternative firelogs are 100 percent recycled and made from a material that's been giving fiber processors headaches for decades.

Through CleanFlame's "Clean Cycle" process, grocery store-sourced wax coated corrugated boxes – great for water resistance, challenging for the recycling stream – are converted into 100 percent recycled-content firelogs and fire starters. The wax lining on the boxes lends itself to a faster and cleaner burn, according to the company, and the item has grown in popularity since being introduced.

"Stores really love our product due to our strong sales, and they can save thousands of dollars with their recycling efforts through CleanFlame," said Calen Curteman, project manager at the company. "Five years ago, we were in 125 stores regionally and now we are in over 14,000 stores in all 50 states and internationally as well."

According to the company, CleanFlame products are also safe to cook with, making the product an option for home or the outdoors.



Product:  
**Plastic lumber**

Company:  
Madenova  
Merida, Mexico  
madenova.com.mx

Recycled content:  
100 percent recycled HDPE

Market:  
Outdoor furniture

Madenova's line of plastic lumber is made from 100 percent recycled HDPE and can be used for virtually any project that calls for wood materials.

A startup that launched in May 2014, the company was founded by two university students in Merida, the capital of Mexico's Yucatan state. As with other plastic lumber products, Madenova's offering is being marketed as more sustainable and durable than lumber made out of wood. According to the company, Madenova products are 10 times as durable as wood and need relatively little maintenance. The recycled and recyclable lumber is customizable for a variety of applications, projects and needs.

The company can be contacted directly through the Madenova website, which is available in both English and Spanish.





Product:  
**Recycled skateboards**

Company:  
Bureo  
Los Angeles, California  
bureoskateboards.com

Recycled content:  
70 percent recycled fish nets

Market:  
Action sports

Aiming to keep plastic debris out of the ocean, Bureo has set out to use recovered material as a key component in its line of skateboards.

The company collects discarded fish nets off the coast of Chile and repurposes them as a wood substitute. "We're able to source a continuous supply of high-quality, highly durable and highly recyclable material," Bureo's Kevin Ahearn said in a

promotional video for the skateboards. At press time, the company has been able to garner roughly \$65,000 in funding from online fundraising platform Kickstarter to speed up and increase production of its first product, the fish-shaped Minnow. While the wheels are 100 percent recycled, the board itself is made from 70 percent recycled content, and 30 square feet of fish netting is used to make one board.

The company operates primarily out of its recycling center in Santiago, Chile, where the nets are processed and pelletized using a system from equipment manufacturer Erema.



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