

Recycled Products – Holiday Edition

Welcome to the fifth annual Holiday Edition of our Recycled Products column, where we highlight a half-dozen of our favorite consumer products that include recycled content of some kind.

Whether you want reusable bags designed by reality TV stars, green photo albums to help save your most cherished memories, or 3-D-printed items made out of soda caps, we have an item for the recycling devotee on your holiday shopping list.

As always, if you make, or know of, a product you'd like to see featured in this column, please send your nominations to news@resource-recycling.com. And, of course, Happy Holidays from all of us here at *Resource Recycling*!

Company: BlueAvocado (Austin, Texas)
blueavocado.com

Product: XO(eco)

Recycled content: 50 percent recycled fiber

Market: Your favorite green "girl on the go"

BlueAvocado's XO(eco) collection is the second line of products designed by former reality TV personality and designer Lauren Conrad.

Designed for "the girl on the go," the XO(eco) collection includes reusable beauty, travel and shopping bags (the photo shows the brand's unique pie carrier). Each product contains Repreve, a recycled fiber produced from PET bottles and manufactured by Unifi. According to the company, the XO(eco) line contains 50 percent of the PET-based Repreve, and an accompanying "impact label" tells customers exactly how many plastic bottles were used in production, in addition to the environmental footprint of the item. All items in the line are made in the U.S. and geared toward offering a durable, stylish alternative to single-use plastic bags.

Encouraging customers to "smile more, waste less," BlueAvocado describes itself as a "national, women-owned, women-run premium eco lifestyle brand." Items from the XO(eco) collection come in nautical and floral prints and can be purchased at select stores throughout the country and online through the websites of BlueAvocado, Kohl's and Amazon.



Company: Hook & Loom (Lenox, Massachusetts)
hookandloom.com

Product: Recycled rugs

Recycled Content: 100 percent recycled textiles

Market: Your favorite lover of floor coverings

Designed by home textile industry veteran Whit Selke, rugs from Hook & Loom are hand-woven and made from 100 percent recycled fiber.

Wanting "to do more than just create great-looking, affordable rugs," Selke founded Hook & Loom in 2013 after experimenting with several environmentally friendly approaches to making new rugs. The designer turned to the recycled option due to practicality – the rugs do not have to be re-dyed – but also because recycled rugs offer a notable array of colors and patterns. All recycled fiber is repurposed and woven on traditional wooden looms in India. Appearing in a range of modern styles and colorings, Hook & Loom's woven and braided rugs come in a variety of sizes and price points.



Based in Lenox, Massachusetts, Hook & Loom rugs ship for free and can be purchased through the company website or via phone.

Company: Layers (Haarlem, Netherlands)
layersindesign.com

Product: Screw You

Recycled Content: 100 percent recycled plastic

Market: Your favorite pun-loving 3-D-printed-art aficionado

Layers' first line of products, Screw You, makes use of recycled PET bottles and screw tops to form unique, contemporary products for the home.

Made using a 3-D printer at the firm's studio in the Netherlands, all items in the Screw You line are composed of thin layers of recycled plastic. Because production takes only minutes using a 3-D printer, items can be made as they are ordered and are sold in a variety of colors. The Screw You vase retails for approximately \$150 and comes in green or black. The vase repurposes 12 screw tops as bottle holders and Layers recommends customers recycle their own single use plastic bottles to serve as reinvented flower vases.

Designed by David Grass, the Screw You line can be purchased through the Layers website. As 3-D printers begin to be used more frequently in design production, Layers intends to partner with printers around the world to bring production and delivery closer to the customer.



Company: HelloFootFace (Long Beach, California)
etsy.com/people/hellofootface

Product: Vases, soap dispensers and lamps

Recycled Content: 90 percent recycled glass

Market: Your favorite green hipster interior designer

Lo Kribell and Shelby Batalla's HelloFootFace transforms emptied liquor, beer and wine bottles into vases, soap dispensers and lamps.

Based in Long Beach, California, the pair of friends and business partners opened HelloFootFace in April 2013, using online marketplace Etsy to sell their wares. Product prices range from below \$10 for a small Jack Daniels soap dispenser to \$45 for a hand-painted tequila bottle lamp. After cleaning, drilling and reshaping the glass, Kribell and Batalla add basic components, such as tubing or a light socket, to fully repurpose the old bottles. They never really adequately explain the nature of their venture's name, unfortunately.

The company's Etsy store features an updated list of available items each day.



Company: Kenai Sports (New Britain, Connecticut)
kenaisports.com

Product: Active clothing

Recycled Content: Plastic, organic scrap

Market: Your favorite eco-athlete

Since 2009, Kenai Sports has focused on using recycled plastics to make sporting clothes for college athletic programs and soon the company hopes to enter into the broader apparel and clothing industry.

Landfills and recovery facilities in Maine, Georgia and South Carolina supply Kenai manufacturers with everything from discarded keyboards to used yogurt cups

and coconut shells. Once received and sorted, the refuse is melted down, extruded and blended with cotton.

According to the company, each yard of fabric produced by Kenai contains more than 18 recycled plastic bottles and other post-consumer plastics. At present, most of the company's clothing is geared toward the active wear market. The company has also begun to make collared shirts and polos in a variety of sizes and colors.

To date, Kenai Sports has contracted with collegiate athletic programs across the country, local law enforcement departments and nonprofit organizations.

Company: Artifact Uprising (Denver, Colorado)
artifactuprising.com

Product: Photo albums

Recycled Content: 100 percent recycled paper

Market: Your favorite green-minded nostalgist

Startup Artifact Uprising uses 100 percent post-consumer recycled paper to print its line of customizable photo albums.

Based in Denver, the company – whose motto is “inspired by the disappearing beauty of the tangible” – allows users to create their own photo albums online, uploading photos, entering text and choosing from a wide range of design templates. Artifact Uprising has also recently released an iPhone app that enables users to

create and customize photo albums on their phones, giving access to an array of platforms, including iPhoto and Instagram. All paper used for printing the albums is recycled and FSC certified. Made in the U.S., the photo albums range in price and size.

Artifact Uprising products can be purchased through the company website or can be downloaded for free via the Artifact Uprising app.

