

# Beyond the Bottle

## Plastic Bottles Find a New Life as Consumer Products

Plastic bottles are **useful, convenient and sustainable** containers for many perishable products, but their value extends far beyond single-use. A **recent [whitepaper](#)** by environmental scientist Ken Green found that plastic is more environmentally friendly across its lifecycle, in terms of water and energy usage and carbon emissions, than alternatives. In fact, recycled plastic requires **40 to 90 percent less energy** than creating new plastic products, because the plastic is not being recreated, just reformed.

### Footwear



Companies like Adidas transform **plastic bottles recovered from the ocean** into sneakers, using about **11 bottles per pair** and diverting **over 330 million plastic bottles** from the ocean as of December 2020.

### Bedding



Buffy produces its 'Cloud Comforter' using about **50 recycled plastic bottles**, totaling **4 million bottles diverted** from landfills in 2020 alone.

### Activewear



The Girlfriend Collective turns **recycled post-consumer plastic bottles** into high-performance activewear, using **25 bottles per pair of leggings** and **11 bottles per athletic crop top**. Its **ReGirlfriend** program also allows customers to send in old or damaged company clothing to be upcycled into new clothing items.

### Cabinetry



IKEA's KUNGSBACKA line of kitchen cabinet and drawer fronts utilizes **about 25 recycled plastic bottles per front**. The KUNGSBACKA line is **designed for easy recycling**, ensuring multiple end-of-life applications and promoting circularity.

### Workspaces



Office space innovator ROOM creates portable, soundproof private meeting spaces that incorporate **over 1,000 plastic bottles per room**. A lifecycle analysis found these rooms can **cut organizations' cumulative carbon emissions by 33 percent over 10 years**, demonstrating recycled plastics' sustainability benefits beyond reducing waste.

### Tables



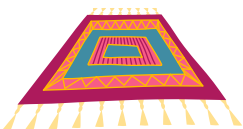
Mexican company Luken, which exports its products to the United States, is one of many furniture companies relying on recycled plastic, fashioning **side tables and children's tables and chairs** from **600 recycled plastic bottles per piece**. To date, the company has repurposed **over 10.3 tons** of plastic waste.

### Couches

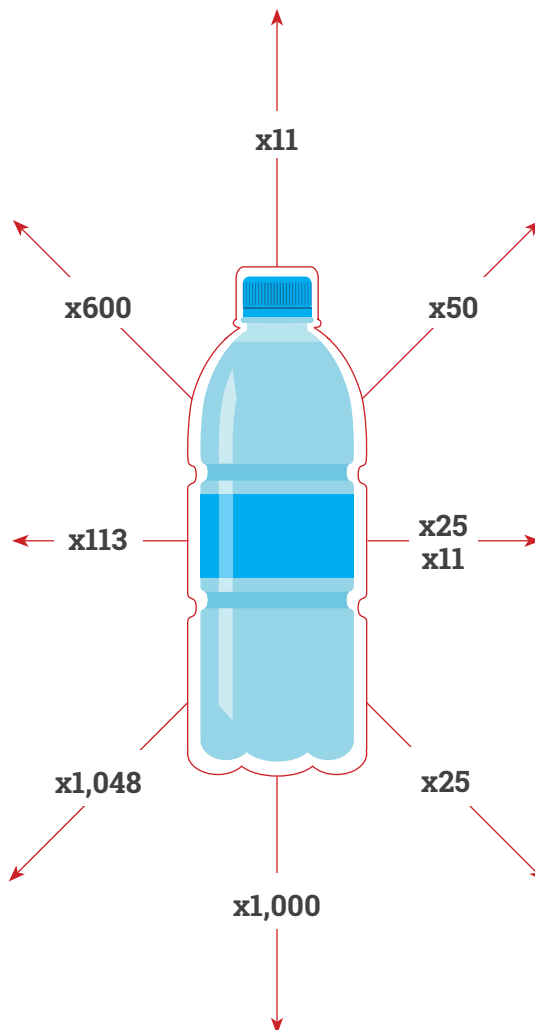


Furniture retailer Lovesac uses **about 113 recycled plastic bottles** in each of its sleek, modern, plastic-based sectionals, helping build a circular economy by **removing 25 million plastic bottles** from landfills in 2020 alone.

### Rugs



Pottery Barn crafts indoor/outdoor rugs from **up to 1,048 recycled plastic bottles** per rug as part of a recycled plastics product line aimed at reducing waste and increasing material circularity.



## Plastics are key to creating a more circular future

The recovery and remanufacture of plastic products unlock the material's full potential and value. From **roads to jet fuel to skyscrapers** and more, the years to come are ripe with opportunities to create more innovative, sustainable end markets for post-consumer plastics. Alongside sustained support for mechanical recycling infrastructure, policymakers must support new technologies, like **advanced or molecular recycling**, capable of creating **nearly 40,000 domestic jobs** to maximize recovery and minimize waste.