

6 Creative Ways in which Businesses Reuse or Recycle Ocean Plastic



Plastic trash in oceans is a huge concern all over the world, especially when you consider these disturbing facts:

- Worldwide production of plastics grew from 50 million metric tons in 1976 to 322 million million metric tons in 2015.
- Worldwide consumption of plastics per person grew from 11 kilograms in 1980 to 45 kilograms in 2015.
- The Great Pacific Garbage Patch (located off the coast of California) is twice as large as Texas, with a 6:1 ratio of plastic debris to marine life.
- Almost 9 million tons of [plastic waste](#) makes its way into the sea every year, breaking down into smaller particles instead of biodegrading.
- Marine birds, mammals and fish mistake plastic for food and ingest it, causing obstructions in their air passage or digestive system.
- Marine animals get entangled in discarded fishing nets or plastic packaging, either suffocating or slowly starving to death.

- Microplastics or microbeads from toothpastes, beauty products, etc. also end up in the ocean, poisoning the marine food chain.
- Over 600 species of marine wildlife have been affected, including over 20% of cetaceans, 44% of seabirds and every species of sea turtle.
- Every year, over 100,000 marine mammals and 1 million seabirds die because of ocean plastic and the toxins in it.
- Plastic can take anywhere from 500 to 1000 years to degrade, and the oceans may already contain over 165 million tons of it!

How Are Companies Using Ocean Plastic?

Luckily, some organizations see recycled ocean [plastic as a business opportunity](#) as well as a solution for a greener environment.

Here are 6 creative examples:

1. **Clothing** – Bionic Yarn, a startup based in New York, recycles ocean plastic into weavable fibers for jeans, jackets, hoodies, t-shirts and more. Headed by creative director Pharrell Williams, the company launched a clothing line in association with G-Star RAW, naming it RAW for the Oceans. In addition to clothing under this line, Bionic Yarn has also been used in furniture, boat covers, etc.
2. **Packaging** – Method, a company selling eco-friendly cleaning products, wants to reduce the amount of plastic going into the Great Pacific Garbage Patch. The company recycles post-consumer and ocean plastic into dish and hand soap bottles. In addition to 100% recycled packaging, their products are manufactured using naturally-derived ingredients and sustainable energy practices.
3. **Currency** – Plastic Bank, an organization headquartered in Vancouver, aims to tackle both plastic pollution and poverty with re-purposing/exchange centers where plastic waste is treated as currency. Collected plastic is sorted and pelletized, to be turned into 3D printing filament, packaging and more.
4. **Eyewear** – Eco-friendly fashion isn't restricted to clothing alone, as shown by eyewear company Norton Point. Under its "Sea Plastic Differently" campaign, the company launched three sunglasses manufactured using recycled HDPE (high-density polyethylene) plastic. They work with Plastic Bank to source HDPE plastic reclaimed from ocean trash.
5. **Beach Huts** – International architectural design firm SPARK has created prototype beach huts made from recycled HDPE, for Singapore's East Coast Park. The artichoke-shaped huts will use plastic collected from the South Pacific Garbage Patch, recolored in bright hues. They will also be solar-powered, naturally ventilated and installed on stems made from recycled glass.

6. **Sneakers** – Products made by recycling waste don't always appeal to consumers, but Adidas hopes to change that. Working with Parley for the Oceans, the activewear giant launched Adidas x Parley – environmentally-friendly running shoes manufactured using recycled PET and nylon from fishing nets. The company also offers football jerseys made with the same reclaimed materials.

Author Bio



Erich Lawson is passionate about saving the environment by effective recycling. He has written a wide array of articles on how modern recycling equipment can be used by industries to reduce monthly garbage bills and increase recycling revenue. You can learn more about environment-saving techniques by visiting [Northern California Compactors, Inc blog](#).