

Recycling Guidelines

National agreement from the recycling industry on what can and cannot be collected for recycling from householders and how those materials should be presented for collection to:

- ✓ Increase consistency in household recycling across the nation
- ✓ Reduce confusion for householders
- ✓ Improve material quality
- ✓ Save money



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Summary

Following extensive consultation with the recycling industry a list of items that can and cannot be recycled, along with how they should be presented by householders has been compiled by WRAP. This document outlines how and why the recycling guidelines have been developed, including a summary of results from consumer testing.

The consumer testing revealed a low level of awareness amongst consumers of many items that are currently not recyclable, as well as highlighting a number of items which are often not recycled owing to a lack of knowledge or confusion. It also highlighted how detailed and complicated recycling can be to householders. In order to increase capture and reduce contamination, simple messages via targeted and strategic communications are necessary.

There are many potential benefits of the guidelines to all in the supply chain, all of whom have a role to play in taking the guidelines forward.

Background

For a number of years the WRAP Recycling Tracker survey has identified confusion amongst householders on what can/can't be recycled. The 2016 survey highlights that:

- Two thirds of households (66%) express uncertainty about how to correctly dispose of one or more items.
- Almost half (49%) of UK households dispose of one or more items in the residual bin that are collected for recycling in their area.
- Just over two-thirds (68%) of UK households add one or more items to their recycling collection that are not accepted locally.
- Only one in eight households (12%) do not put any items in the residual bin that could be recycled, nor do they put any items in the recycling that are not accepted.

The survey concludes that lack of knowledge is a key barrier to recycling. Other barriers include a lack of bin capacity and inertia.

An industry framework for greater consistency in household recycling in England was published in September 2016. It includes a joint vision that *"by 2025 packaging is designed to be recyclable (where practical and environmentally beneficial) and labelled clearly to indicate whether it can be recycled or not. Every household in England can recycle a common set of materials and food waste collected in one of three ways."* The materials are paper, card, plastic bottles, plastic pots, tubs and trays, glass and metal packaging, cartons and food waste.



Currently across the nation, as well as there being inconsistency in the materials collected for recycling e.g. plastic packaging, there is inconsistency in the specifics of those materials i.e. what types of plastic packaging. The guidelines have been developed to help bring about consistency and reduce householder confusion in recycling.

About the guidelines – what are they?

The recycling guidelines are a list of YES and NO items that can / cannot be recycled along with how to present items for recycling e.g. tops on or off. For the first time, agreement between reprocessors, local authorities, and waste management companies has been reached at a national level on what can and cannot be accepted for recycling. The guidelines cover:

- Paper
- Card
- Mixed paper and card
- Plastic bottles
- Mixed plastic packaging
- Glass containers
- Metals containers
- Food and liquid cartons such as those made by Tetra Pak;
- Food waste; and
- Items which should never be included in a recycling collection.

Guidelines for garden waste, textiles and small electrical items (WEEE) will be published in spring 2017.

The guidelines have been developed for household recycling collections, however in most cases should also be applicable to household-type recycling that arises in businesses and public organisations. Check with your recycling collection provider.

For each of these materials WRAP has agreed with industry:

- **the specific items that can be included** in a collection and what should not (highlighting problematic contaminants that are often mistakenly included);
- **how** the materials should be presented e.g. lids on/off; and
- concise reasons to inform people **why** certain items cannot be accepted e.g. why glass cookware should not be put out for recycling, and why items should be presented in a certain way e.g. why it is important to rinse containers.



The [guidelines](#) for each material can be found in this document.

The guidelines have been developed based on existing technology and will be reviewed over time as innovations in sorting and treatment are realised. At present however, it is not

the case that all of the guidelines will be applicable everywhere locally; it will largely depend on sorting technology, the markets for the materials and the local contracts in place.

What are the benefits of the guidelines?

Agreement of the guidelines has not been straight forward to achieve and has required compromise from key stakeholders. However, the industry as a whole recognises the potential benefits to agreeing and adhering to them including:

- opportunities for more consistent communications to householders;
- improved material quality through the reduction in non-target and dirty materials;
- increased capture of target materials;
- reduced costs to local authorities, waste management companies and reprocessors;
- increased revenue to local authorities / waste management companies through the sale of higher quality materials; and
- more resilient to fluctuations in material markets as a result of improved material quality.

Results of consumer testing

The recycling guidelines have been tested extensively to check that the language is right, the extent to which they differ from people's current recycling knowledge and behaviour, and the extent to which people claim they would follow them. Key feedback includes:

- There is **too much information** to communicate to people at one time, even in some cases when a single material is focussed on. This is particularly the case for plastics where there is currently a lot of confusion for householders and owing to the variations in the types of packaging
- When communicating what can and can't be recycled, pictures are useful to illustrate, but it is also important to use words.
- Framing the guidelines as '**new**' or '**updated**' acts as a cue for people to read the information rather than for them assuming they know it already.



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- Across all materials, with the exception of cartons, 66-89% of householders (depending on the material), are including items in their recycling which currently are not recyclable.
- Across all materials, with the exception of cartons, 89-94% of people learned something new when they read the guidelines.
- The **majority of people learned** more about things that **could not** be recycled, rather than those that can be.
- **Younger people (aged 18-34) were more likely to have learnt something that could be recycled** compared to older people.
- The majority of people said that they would, or already do, present the items in the **way** that they were requested in the guidelines to e.g. rinse, lids on. However:
 - **the higher they rate satisfaction** with their waste and recycling service overall, the more likely they are to adopt the correct behaviour; and
 - **younger people are less likely** to adopt the correct behaviour, compared to older people.
- People who have not had their recycling collected because it contains contamination are **more likely** to believe that if the crews empty the bin then the items they have placed in it are recyclable.
- 11% of respondents did not know that they should not present recycling in a **black sack**.
- **A concise explanation** of why something is not recyclable or should be presented in a certain way is considered supplementary to most people, but critical to some people (28%).
- The consumer research provided further insight into items which are mistakenly included in the recycling. These include:
 - Laminated foil pouches e.g. baby food, coffee pouches.
 - Drinking glasses e.g. wine glass.
 - Dirty/stained paper.
 - Glass cookware e.g. pyrex.
 - Greetings cards with glitter on them.
 - Sticky papers.



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- Nail varnish bottles.
- Window glass.
- Crisp packets.
- In terms of '**serious contaminants**', 8% of people did not know that animal bedding is not collected for recycling and 6% did not know that pet litter and sanitary items such as nappies are not collected for recycling in their local areas.

How can local authorities use the guidelines?

There are two key aspects for local authorities to consider. Firstly how the guidelines compare to existing services and how they might be adopted in the short, medium and long term. Secondly, how the guidelines can be communicated to householders.

Review and compare the guidelines to existing services

WRAP recommends that the recycling guidelines are reviewed and compared to existing materials collected for recycling. There may be **opportunities** that could be initiated relatively quickly to extend the materials /items collected e.g. adding aerosols to a metal collection. Conversations with waste management companies, materials buyers etc. would be needed in order to explore the opportunities, any obstacles and how they could be overcome. The guidelines should also be reviewed when **collection services and/or contracts are reviewed**. In both cases, it should be evaluated if the materials or specific items can be collected and sorted for recycling.

In the case of paper, glass, metals and plastics, care should be taken to ensure that these are collected separately in line with the Waste (England and Wales) Regulations 2011, as amended in 2012. The collection of these materials either co-mingled or two-stream may be compliant only if it can be demonstrated that separate collection is not necessary to achieve good quality recyclables, or is not technically, environmentally or economically practical.

Communicating the guidelines to householders

Providing too much information to householders on what they can/can't recycle will, at best, have negligible impact. The issue is that the guidelines are extensive. The strategy should therefore be for **targeted communications, focusing** on materials of low capture and materials that are often incorrectly placed in recycling and behaviours that will have the

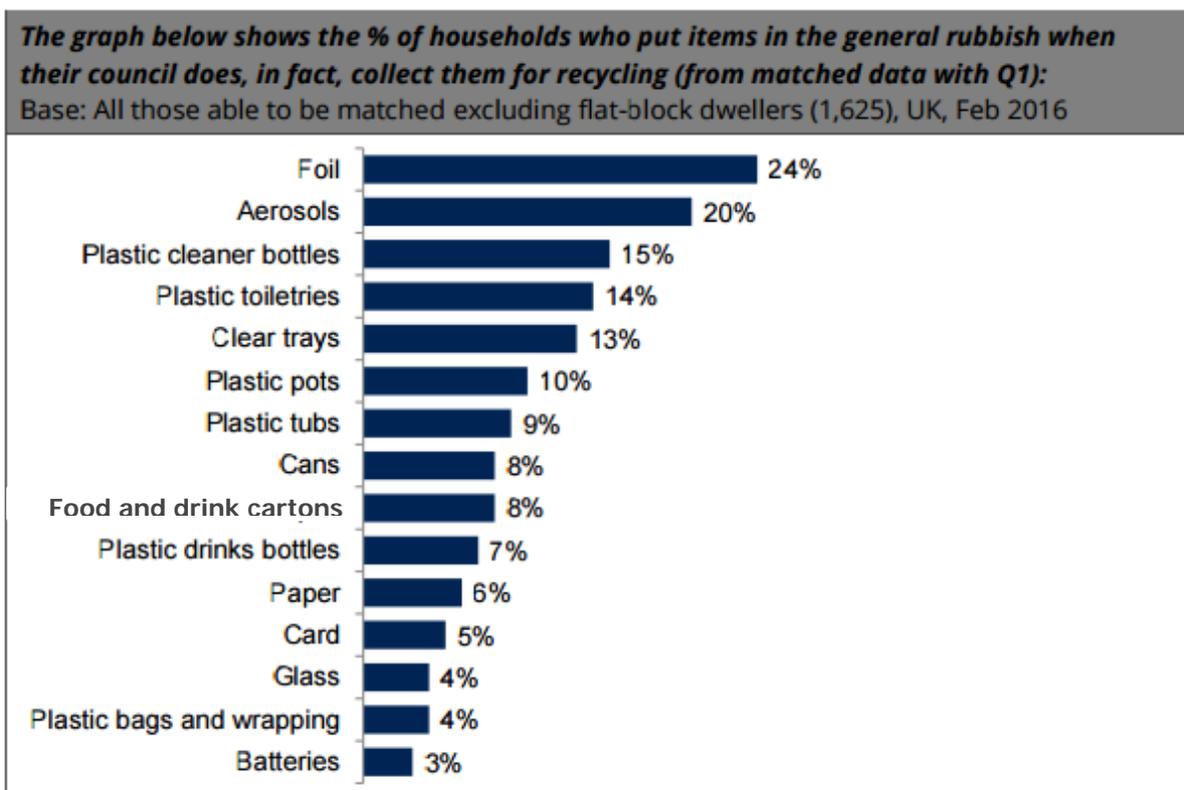


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most impact. These may vary at a local level, particularly in areas that experience high contamination and/or low capture. This local understanding will determine what to focus on as will the purpose of the communications for example a service change, adding new materials or tackling contamination. The consumer research has indicated that **communicating the NO list is as important**, and in some cases more important than the YES list.

The WRAP Recycling Tracker survey results provide useful insight into missed capture as outlined in the graph below. It highlights particularly high missed capture of foil and aerosols, plastic cleaning and toiletry bottles, and plastic pots, tubs and trays.

Figure 1 Potential to increase capture (UK), Recycling Tracker Survey, WRAP, 2016.



Because the guidelines are extensive it is strongly recommended that authorities **do not communicate them all at once** in a leaflet or any other print based formats as the impact will be negligible.

Take action:

In summary this is what you can do:

- Read the [Recycling Guidelines](#);
- Review the guidelines against what you currently collect for recycling.



- **Talk** to organisations in your supply chain and consider where there are differences and how they can be overcome in the short, medium and long-term.
- **Update** information on your website on what can/can't be recycled and provide explanations as to why using the words and phrases that consumers understand.
- Consider how to **target** communications to **focus** on materials with low capture, common contaminants and actions which will make a real difference:
 - Use the **Recycle Now** communications literature and advice which target specific materials. All WRAP materials are consumer tested so you can be assured of using the very best communications available; and
 - Consider how those in your **supply chain** could support communications and approach them with your ideas.
- **Talk to us** about how you can best communicate with your residents to increase recycling and improve material quality.

How else will the guidelines be used?

WRAP

The guidelines and findings are being incorporated into Recycle Now materials and are inherent to the Recycle Now strategy. Each quarter WRAP will produce [communications materials](#) focusing on recyclables which are commonly missed (The Unusual Suspects) and address key myths including common contaminants.

On Pack Recycling Label (OPRL)

The guidelines will help inform the review of the OPRL guidelines so that the labels consumers see are consistent with these guidelines.

Brands, retailers and manufacturers

Brands, retailers and manufacturers also have a role to play. They can review the guidelines considering the role they could play in informing the design of packaging that can be recycled. In addition they can consider how they could communicate with consumers to increase capture of recyclable materials and help to reduce confusion.



Waste management companies

Waste management companies could consider how they can help improve the capture of recyclable materials and screen out contamination in collection and sorting processes. Through contracts, they can also assist local authorities with the collection of target materials and communicating with householders.

Reprocessors

It is acknowledged that some reprocessors have compromised on their specific requirements recognising the wider benefits of achieving consistency in what is collected for recycling. These wider benefits should be a key consideration when dealing with waste management companies and local authorities.

Further information and support

The WRAP website is packed with information and resources to help you recycle more and improve material quality in the most cost effective way. Here are some suggested links:

- The [Framework for greater consistency in household recycling in England](#), including the actions needed to achieve it and the underpinning evidence and analysis.
- The waste and recycling collections [Blueprint for Wales](#).
- Evidence on consumer attitudes, knowledge and behaviours related to recycling: [Recycling Tracker Report](#) 2016.
- A practical guide to [tackling contamination](#).
- Guides to [effective recycling communications](#).
- Recycle Now / Recycle for Wales [communications materials](#).

If you have any difficulties, questions or comments regarding the guidelines, or would like to talk to us about using them, please [contact us](#).



The guidelines

These guidelines should not be simply copied into existing communications literature. They should be reviewed against existing arrangements. They are provided for:

- [Paper](#) (where paper is collected separately from card).
- [Card](#) (where card is collected separately from paper).
- [Mixed paper and card](#).
- [Metal packaging](#).
- [Glass packaging](#).
- [Plastic bottles](#).
- [Mixed plastics](#) (plastic bottles and plastic pots, tubs and trays).
- [Food and drink cartons](#).
- [Food waste](#).
- [No list](#) – items which should never be included in the recycling collection and can be applied to all materials as necessary.

Guidelines for garden waste, textiles and small WEEE will be published in spring 2017.



Paper

Yes please

- Newspapers and supplements.
- Magazines, brochures and catalogues.
- White paper (e.g. computer paper, letters).
- Shredded paper.
- Telephone directories.
- Leaflets and flyers.
- Envelopes
 - You can include those that have a window.

Please remember:

- Remove any plastic wrapping and free gifts from newspapers, magazines and flyers and put in the general rubbish.
- Paper is one of the most valuable recyclable materials – but only when it is clean.

No thanks

- Paper that is stained/dirty with foodstuffs, grease, paint or dirt
 - Once soiled with grease, paper cannot be recycled because the fibres cannot be separated from the oils during the recycling process.
- Hygiene/Sanitary products (i.e. nappies, wipes, sanitary towels etc.)
- Used paper towels.
- Tissues.
- Cotton wool/make up pads.
- Wet wipes.
- Sticky papers (e.g. Post-it notes, sticky labels or paper tape).
- Non-paper gift wrap (e.g. foil-based gift wrapping) or bags.
- Crisp or sweet packets/wrappers.
- Wallpaper and decoration paper.
- Brown paper
 - This should be recycled with card because it causes brown flecks in new paper, resulting in whole loads of paper being rejected.

Card

Yes please

All card from around the home, including:

- Cardboard boxes (e.g. cereal boxes, dishwasher tablet boxes).
- Corrugated cardboard.
- Online delivery boxes and cardboard envelopes
 - Remove all plastic inserts and polystyrene, as well as packing tape.
- Greetings cards without glitter
 - Tear off the glitter section, as well as any badges and batteries – the glitter cannot be removed and the recycled card has to be rejected.
- Egg boxes.
- Brown paper.

No thanks

- Card that is stained/dirty with foodstuffs, grease, paint or dirt (e.g. pizza boxes).
 - Once soiled with grease, paper and card cannot be recycled because the fibres cannot be separated from the oils during the recycling process.
- Glitter covered greetings cards.

No thanks – check for local recycling via either kerbside collections or bring bank collection points

- Food and drink cartons.

N.B: These guidelines are for materials commonly collected at kerbside rather than 'on the go' therefore do not include coffee cups or sandwich boxes.

Mixed paper and card

Yes please:

Paper:

- Newspapers and supplements.
- Magazines, brochures and catalogues.
- White paper (e.g. computer paper, letters).
- Shredded paper.
- Telephone directories.
- Leaflets and flyers.
- Envelopes
 - You can include those that have a window.
- Gift wrap.
- Brown paper.

Tip: if you scrunch paper and it doesn't spring back, then it can be recycled.

All card from around the home, including:

- Cardboard boxes (e.g. cereal boxes, dishwasher table boxes).
- Corrugated cardboard (e.g. online delivery boxes, cardboard envelopes)
 - Remove all plastic inserts and polystyrene, as well as packing tape.
- Greetings cards without glitter
 - Tear off the glitter section, as well as any badges and batteries – the glitter cannot be removed and the recycled card has to be rejected.

No thanks – put these in your general rubbish:

- Paper/card that is stained/dirty with foodstuffs, grease, paint or dirt (e.g. pizza boxes).
 - Once soiled with grease, paper and card cannot be recycled because the fibres cannot be separated from the oils during the recycling process.
- Glitter covered greetings cards or wrapping paper.
- Non-paper gift wrap (e.g. foil-based wrapping or bags) which springs back when you scrunch it.
- Sticky papers (e.g. post-it notes, sticky labels and paper tape).
- Wallpaper.
- Hygiene/Sanitary products (i.e. nappies, wipes, sanitary towels etc.).
- Tissues and used paper towels.
- Wet wipes.
- Cotton wool, make up pads.

No thanks – check for local recycling via either kerbside collections or bring bank collection points

- Food and drink cartons.

Please remember:

- Remove any plastic wrapping and free gifts from newspapers, magazines and flyers and put in the general rubbish.
- Paper is one of the most valuable recyclable materials – but only when it is clean.

N.B: These guidelines are for materials commonly collected at kerbside rather than 'on the go' therefore do not include coffee cups or sandwich boxes.

Metal packaging

Yes please:

- Drinks cans.
- Food tins
 - Pop tin lids inside the tin.
- Biscuit/chocolate tins and their lids.
- Aerosols
 - Remove plastic caps and recycle with plastics.
- Aluminium foil (e.g. for baking, covering food)
 - Scrunch foil together to form a ball.
- Aluminium foil trays (e.g. take-away trays).
- Aluminium tubes e.g. tomato puree
 - Remove plastic caps.

Please remember:

- Empty and rinse items – left over foods or liquids can contaminate other recyclables.
- You can leave labels on: machines ensure these get removed.

No thanks – put these in your general rubbish

- Laminated foil (e.g. cat food / coffee pouches that spring back when you try and scrunch them. Pouches are currently not recyclable).
- Crisp packets and sweet wrappers.

No thanks – recycle with glass

- Metal lids and caps on glass containers (e.g. metal jam jar lids) can be left on and recycled with glass. These are different metals to cans/tins/aerosols so are recycled in a different way and by putting the lids/caps back on glass jars and bottles and recycling them with glass it reduces the chance of them getting lost through the sorting process.

No thanks – but you can recycle these at your local recycling centre

- Metal containers for chemicals (i.e. white spirits, paints, etc.) or engine oils.
- General kitchen ware e.g. cutlery, pots and pans.
- Any other metal items e.g. kettles, irons, pipes, white goods.

Glass packaging

Yes please:

All glass packaging from around the home, including:

- Bottles of any colour (e.g. wine, beer, spirits).
- Jars (e.g. sauces, jam, baby food).
- Non-food bottles (e.g. perfume, aftershave, face creams).

Please remember:

- Empty and rinse – it doesn't need to be spotlessly clean, a quick rinse will do. Left over liquid and residue can contaminate other materials which may mean they are not recycled.
- Metal lids and caps can be put back on – these will be removed and recycled. These are different metals to cans/tins/aerosols so are recycled in a different way and by putting the lids/caps back on glass jars and bottles it reduces the chance of them getting lost through the sorting process.

No thanks – put these in your general rubbish:

- Glass cookware (e.g. Pyrex).
- Drinking glasses.
- Vases.
- Ceramics (e.g. crockery or earthenware).
- Nail varnish bottles
 - It is difficult to remove the varnish and the bottles are so small that they are filtered out during the recycling process.
- Microwave plates.
- Mirrors.

Why's that?

These types of glass do not melt at the same temperature as bottles and jars. If they enter the glass recycling process it can result in new containers being rejected.

No thanks – but you can check for recycling these at your local recycling centre

- Light bulbs/tubes.
- Window glass (check with your local centre first).

Plastic bottles

Yes please

All clear and coloured plastics bottles from around the home:

- Detergent and soap bottles
 - Remove any pumps from the bottle and dispose of these (they are currently not recyclable).
- Cleaning product bottles (e.g. bathroom cleaners, bleach etc.)
 - Triggers can be left on to be recycled.
- Skin care product bottles.
- Shampoo/shower gel bottles.
- Fizzy and non-fizzy drinks and water bottles.
- Milk bottles.
- Ready-to-use plant food and pesticides bottles (check the label).

Please remember:

- Empty and rinse items, squash and replace lids/tops.
 - left over foods or liquids can contaminate other recyclables;
 - squashing will mean more space in the recycling bin/box;
 - if bottles contain liquid they might not be recycled, as they go through the automated sorting process (the extra weight stops the bottle being pushed into the correct recycling stream).
Liquid can also damage the machinery and contaminate other recyclables.
- Leave on labels: these will be removed in the recycling process.

No thanks

- Plastic bottles containing chemicals (e.g. anti-freeze).
 - Strong chemicals that are highly poisonous are hazardous to staff and can damage the recycling equipment. Check the bottle for disposal instructions.
- Anything that is NOT a plastic bottle.
- Anything that looks like a pot, tub, tray or tube.

Mixed plastics (plastic bottles and plastic pots, tubs and trays)

Yes please:

Plastic pots, tubs and trays:

- Pots (e.g. yogurt, soup, etc.).
- TubS (e.g. margarine, ice cream, etc.).
- Trays / punnets (e.g. raw meat or ham trays; take-away trays; fruit /veg trays)
 - Remove any film lids and absorbent pads in the bottom of trays, and put these in your general rubbish.
- Chocolate and biscuit tubs and trays.
- Other clear plastic packaging.
- Brown plant pots.

Plastic bottles:

All clear and coloured plastic bottles from around the home, including:

- Day-to-day cleaning product bottles (e.g. bathroom cleaners, washing up liquid, bleach):
 - remove pumps and dispose of these (these are currently not recyclable); and
 - triggers can be left on to be recycled.
- Cosmetics bottles (e.g. shampoo, shower gel).
- Ready to use plant food and pesticide bottles (check the label).
- Drinks bottles (e.g. juice, squash, milk).

No thanks – put these in your general rubbish

- Crisp and sweet packets/wrappers.
- Film lids from the pots or trays.
- Carrier bags/plastic wrapping film e.g. bread bags and bubble wrap.
- Laminated pouches (e.g. cat food/coffee pouches that spring back when you try and scrunch them. Pouches are currently not recyclable).
- Plastic toys (these are currently not recyclable).
- Medicine packs (e.g. headache pills, etc.)
- Toothpaste tubes.
- Expanded polystyrene e.g. packaging inserts.
- Plastic bottles containing chemicals (e.g. anti-freeze). - Strong chemicals that are highly poisonous are hazardous to staff and can damage the recycling equipment. Check the bottle for disposal instructions.

No thanks – but you can recycle at your local recycling centre:

- Paint pots.

Please remember:

- **Rinse food packaging** – left-over food residue can contaminate other recyclables. A quick rinse will do.
- **Empty** – if bottles contain liquid they might not be recycled as they go through the automated sorting process (the extra weight stops the bottle being pushed into the correct recycling stream). Liquid can also damage the machinery and contaminate other recyclables.
- Labels and bottle tops can all be left on – but plastic film must be removed and put in the general rubbish bin.
- Bottles can be squashed to give more space in the recycling bin/box.
- Separate any cardboard and paper from plastic packaging and recycle separately.

N.B: Black plastic has temporarily been omitted from this list. Black plastic is currently not recyclable, owing to the inability to sort it. However brands/retailers/manufacturers are being consulted to consider the options that would make this material sortable. A decision will be made by early 2017.

Food and drink cartons

Yes please:

- Drinks cartons (e.g. juices)
 - You can leave plastic tops on cartons and straws in drinks cartons –these will be removed and recycled.
- Food cartons (e.g. soups).

Please remember:

- Empty drinks cartons and rinse food cartons. Left-over liquid or food residue can contaminate other recyclables. A quick rinse will do.

No thanks – put these in your general rubbish:

- Laminated plastic food/drink pouches (e.g. baby food pouches, cat food pouches, coffee pouches).

Food waste

The guidelines below are applicable to separate collections of food waste for treatment via anaerobic digestion (AD). They are mostly applicable to food waste being treated by in-vessel composting (IVC) too, with the exceptions highlighted below.

Yes please:

- All uneaten food and plate scrapings.
- Tea bags and coffee grounds.
- Out of date or mouldy food.
- Raw and cooked meat, including bones.
- Raw and cooked fish, including bones.
- Dairy products such as cheese.
- Eggs and egg shells.
- Rice, pasta, beans.
- Baked goods such as bread, cakes and pastries.
- Fruit and vegetables including raw and cooked vegetables and peelings.
- Cooking oil*

*NB: cooking oil is suitable for the AD process only. Ideally larger quantities would be presented separately by the householder e.g. in a lidded container

Remember:

- Remove all food from its packaging.
- You can use regular plastic bin bags to line your caddy as a special piece of machinery will remove the bags.*

*NB: local authorities should use the wording above only where food waste is destined for treatment via AD and the use of plastic caddy liners has been agreed with their food waste treatment contractor (all bags/liners, regardless of what they are made of will be removed in order for the process to be PAS110 compliant). **Where food waste is treated via IVC, advice should stipulate the use of certified compostable caddy liners carrying the European certification standard EN13432.**

No thanks:

- Non-food products including nappies.
- Packaging of any kind.
- Any material that is not food waste
 - Only food is suitable for this process. If packaging and other materials are included this causes a problem.
- Liquids such as milk - these may leak, causing spillages when transporting the food waste.

No list

This is a list of 'serious contaminants' that should never be included in collections of the materials which have been listed in this document.

Do not include these items in any recycling collection:

- Sanitary products - nappies and all other sanitary products
 - When nappies are put in the recycling bin it causes whole vehicle loads (tonnes) of recycling to be rejected and instead sent for disposal.
- Medical - Needles, plasters, syringes, blood bags etc.
- Pet litter.
- Animal bedding .

These items cause problems if they are put in the recycling bin. They contaminate the good recycling resulting in none of it being recycled and are a health and safety hazard to staff. Never put them in the recycling bin.

Please remember:

Don't put your recycling in a black sack. It may be mistaken for rubbish, resulting in none of it being recycled and entire vehicle loads (tonnes) of recycling to be sent to landfill.

NB: Where textiles and electrical items are not a target material, they are a problematic contaminant and householders should be instructed not to include in a recycling collection. It would be helpful to provide local information on how and where to dispose of these items. In conjunction with industry, WRAP will be developing recycling guidelines for textile and small electrical items for local authorities who offer this collection and they will be added to this guide in spring 2017.

WRAP's vision is a world in which resources are used sustainably.

Our mission is to accelerate the move to a sustainable resource-efficient economy through re-inventing how we design, produce and sell products; re-thinking how we use and consume products; and re-defining what is possible through re-use and recycling.

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