



rPET – MADE TO BE REMADE

Plastic is many things:



Light



Durable



Affordable



When unprocessed:

Sticks around in the environment for ages



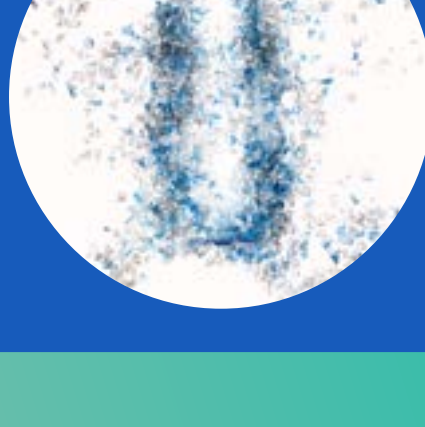
Threatens wildlife



Spreads toxins

BUT

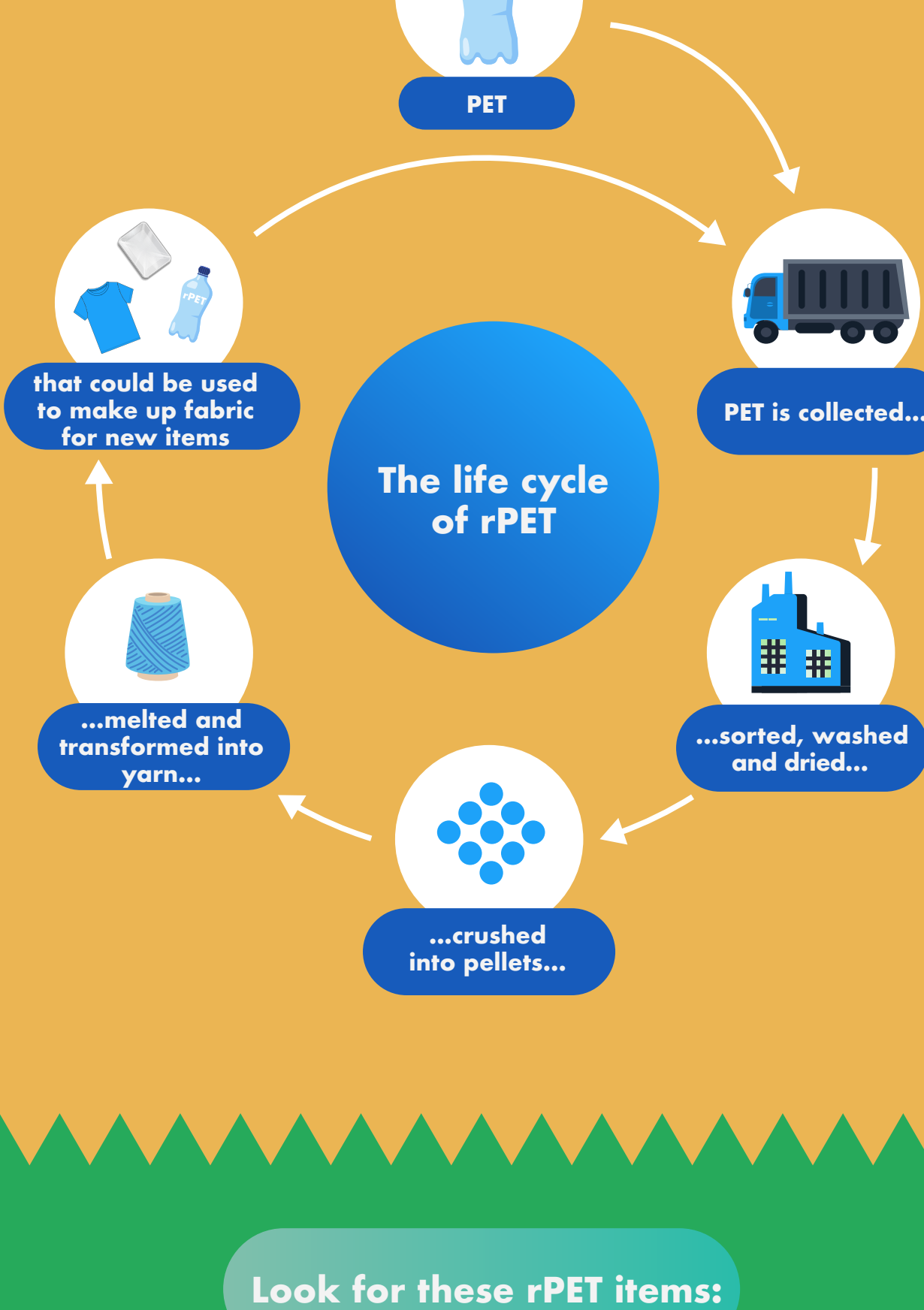
Did you know?



700 years – this is how long a single-use PET bottle may take to break down in landfill

If you want to capture all the perks of plastic, yet limit the negative environmental impact, look for rPET

rPET (polyethylene terephthalate) is PET plastic that has already been used at least once, recycled, and put back into use



Look for these rPET items:



plastic bottles



activewear

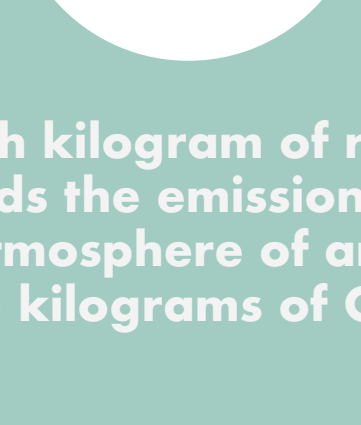


food containers



This sign tells you that your food packaging is made of rPET

Why rPET isn't like other plastics?



Each kilogram of rPET avoids the emission into the atmosphere of around 1.5 kilograms of CO₂



This equates to charging your smartphone for half a year*

rPET requires up to 50% less energy than virgin PET

*Calculations are made with the assumption that an average person charges their smartphone once per day and are sourced from: www.epa.gov/energy/greenhouse-gas-equivalencies-calculator#results

Your turn!



Look for products made with rPET during your daily shopping



Sort your PET packaging to appropriate container



And, if available, dispose it into collection system

Collecting and recycling PET means less plastic ending up in the environment!