



# Plastic Tree



Reuse, Reuse, Reuse, Then Rec



# Plastic Tree is a Waste Management Company That Collects for REUSE



**Up to 65% Diverted for REUSE**



# WE ENVISION A WORLD WHERE REUSE IS MORE UBIQUITOUS THAN TRASH AND RECYCLING COLLECTIONS

## 'Plastic recycling is a myth': what really happens to your rubbish?

You sort your recycling, leave it to be collected - and then what? From councils overflowing with British rubbish, **Oliver Franklin-Wallis** reports on a global waste crisis

by **Oliver Franklin-Wallis**

As alarm sounds, the blockage is cleared, and the line at Green




Forbes

## Capital One

### China Doesn't Want The World's Trash Anymore. Including 'Recyclable' Goods.

Kenneth Raposa Senior Contributor @ KenR  
Writes about business and investing in emerging markets.

Listen to this article now



Staff members preprocess materials before burning them at a district-level waste collector and... [4] [View more stories on this topic](#)

## Plastic waste entering oceans expected to triple in 20 years

Current and planned waste-cutting efforts will reduce volume only by about 7%, say researchers



Recyclable plastic is gathered at the Bin Tari landfill site. Photograph: Lillian Sumarungtha/AFP/Getty Images

NEW DEB

## WHERE DOES ALL THE PLASTIC GO?

By Carolyn Korman  
September 24, 2018

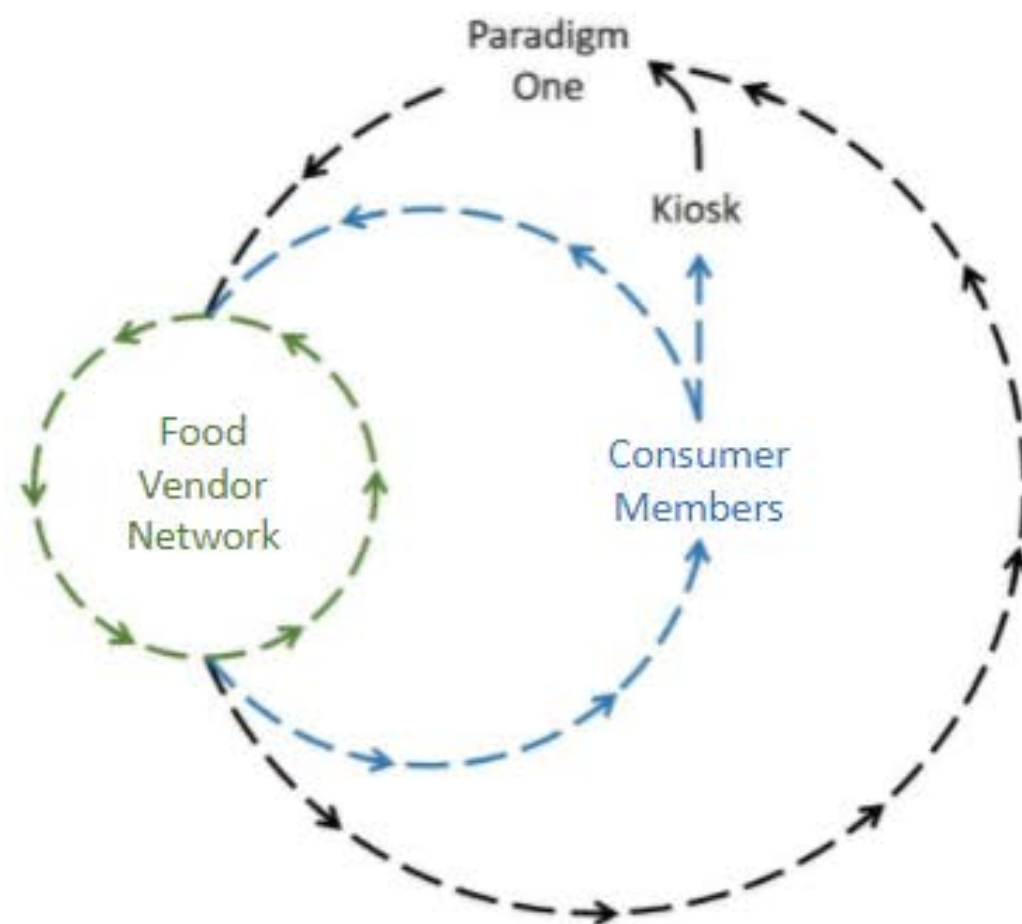


It is likely that marine debris kills hundreds of thousands of sea birds, turtles, and marine mammals each year. Photograph by Paul O'Rourke / iStock





# Paradigm To Go



ORDER

EAT

RETURN





# Paradigm To Go









## Business Benefits

- Supply Cost Savings
  - Lower Environmental Impact
  - Reduced Waste Management
  - Regulatory Compliance
- 
- New Customers Acquisition
  - Increased Order Frequency
  - Increased Customer Loyalty
  - Marketing, Promotions, Branding

# Tomorrow's new reuse economy for food service

**86% of disposables avoided**  
- reducing climate and energy impacts, water use and natural resource extraction.

**193,000 jobs created** in new reuse economy.  
Jobs are created regionally in collection, washing, logistics, delivery, etc.

**841 million disposable food packaging items avoided** and **7.5 million tons** of materials averted annually.

Reuse service providers

**\$5 billion saved** by food service businesses from no longer procuring disposables for on-site dining.

**\$5.1 billion saved** by businesses and communities from avoided solid waste costs from no longer using disposables

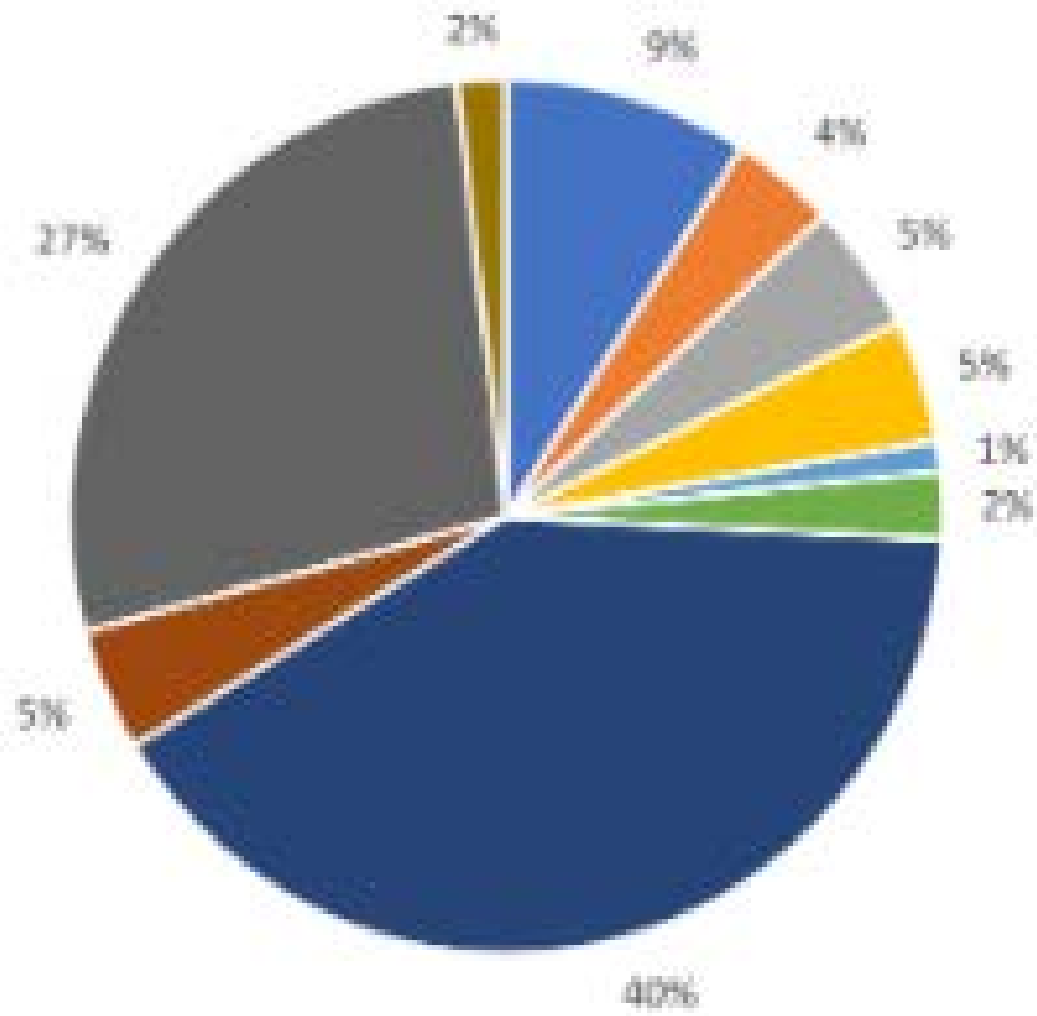
**17 billion pieces of litter prevented** through new reuse systems



# Cardboard - 84% for REUSE



Box Category Breakdown



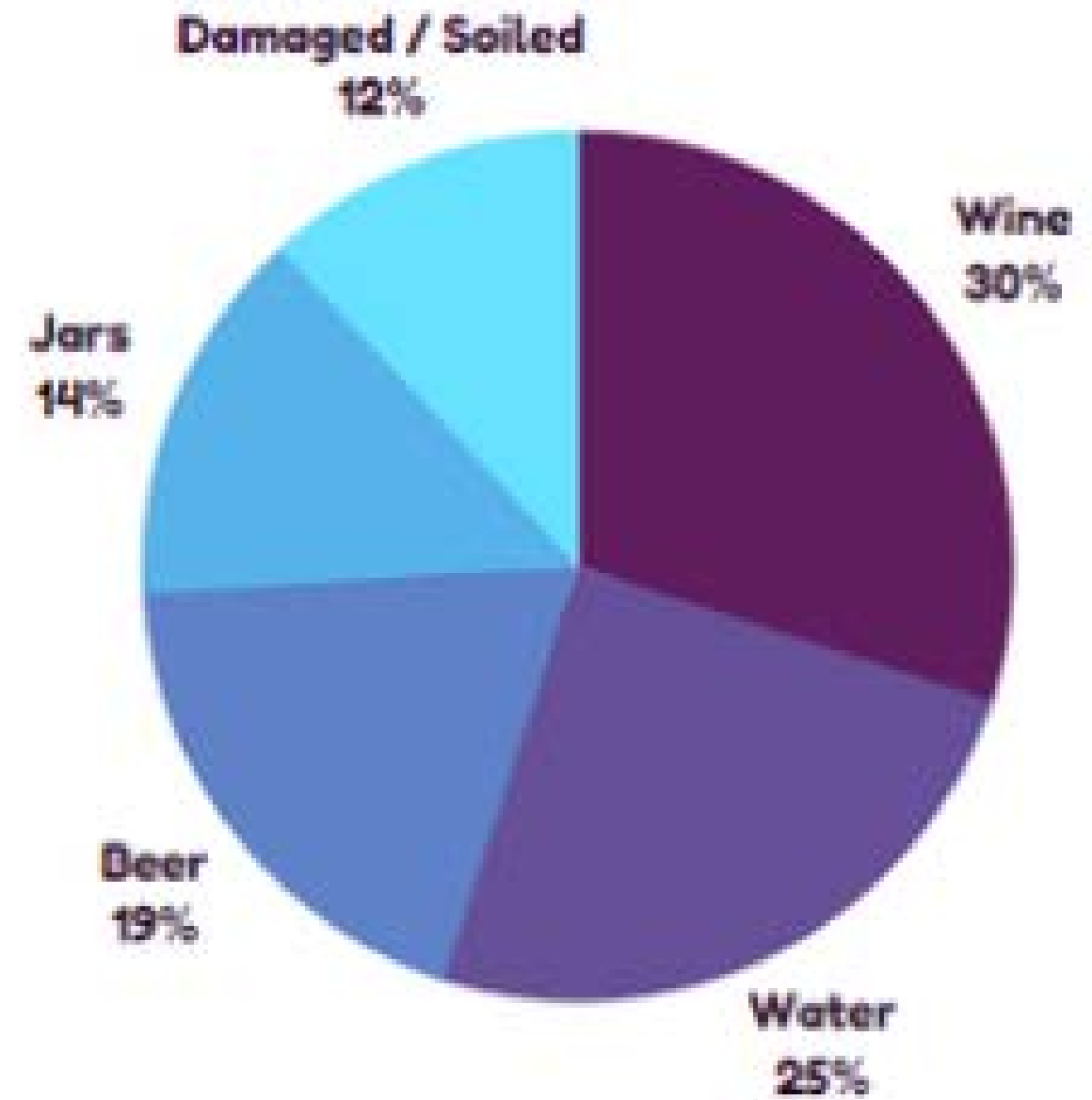
- E-commerce
- Online Retail
- Meal Kits
- Alcohol
- Local/Farm
- Moving Boxes
- Amazon
- Large Boxes for Repurpose
- Damaged/Designated for Recycle
- Other



# Glass - 88% for REUSE



## Glass





# Processing materials locally for REUSE





# Meet Our Team



Accelerator Finalist



Circular Economy  
Working Group Chair



Mentor to the Global Co-Lab Network's  
Responsible Consumption and  
Production Hub. [Recent recipient of  
\$25,000 Amazon Grant for a REUSE pilot]



Lara Ilao  
Founder / Owner



Tiondra Willingham  
Advisor



Sara Elkassabany  
Customer Relations



Ben Parry  
Mentor



Pinal Patel  
Mentor



Doug Holly  
Mentor

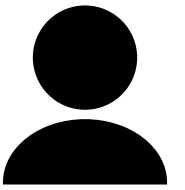


# Contact Us

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