

JUST ONE THING

Submitted by: Rebecca Morel, rmorel@velcro.com

Company/Organization: Velcro

Type of Organization: For profit business

Number of Employees: 2,900

Category: Environment

Challenge or Opportunity: VELCRO Brand products are made of plastic materials. We committed to reducing our environmental impact and sought ways to positively impact the environment through products.

More than 90% of plastics end up in the landfill. Today, 6.8% of the plastics made in the U.S. and 9% of plastics generated worldwide are recycled-Chemical Engineering&News.

Approach or Solution: VELCRO Brand ONE-WRAP Garden Ties are made of 65% recycled milk jugs. They are an eco-friendly alternative to traditional single-use plastic, wire and garden string ties. In addition to being more environmentally friendly, VELCRO Brand ONE-WRAP Garden Ties are lighter and gentler on plants.

Impact: We diverted more than 750,000 milk jugs from landfills by making our product with recycled plastic. Recycling 1 milk jug makes 2, 50-foot rolls of 1/2-inch wide VELCRO Brand ONE-WRAP Garden Ties.

The average American consumes 18 gallons of milk a year. Velcro Companies recycles one-year's worth of milk jugs consumption for approx. 42,000 people.