



THE REALITY OF PLASTIC RECYCLING

Why It's So Important

Plastic has thrown the future of our oceans into doubt, and our excessive use of this material will only worsen the problem if action isn't taken. If you're a business, plastic recycling, reduction and re-use is especially important.

Did You Know?

01

Almost **91%** of plastic is not recycled

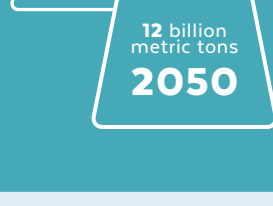
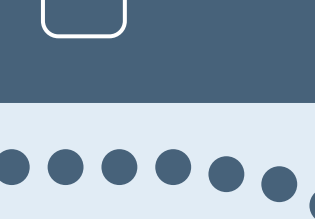


Plastic can take **400+** years to degrade

02

03

Around **1,000,000** plastic bottles are bought every minute globally



If trends continue, **12 billion** metric tons of plastic will enter landfills by **2050**

04

Humans have created 8.3 billion metric tons of plastics to date

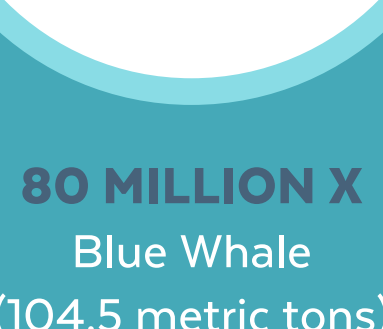
How heavy is 8.3 billion metric tons?



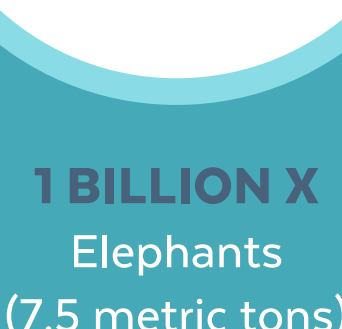
25,000 X
Empire State Building
(331,000 metric tons)



822,000 X
The Eiffel Tower
(10,100 metric tons)



80 MILLION X
Blue Whale
(104.5 metric tons)



1 BILLION X
Elephants
(7.5 metric tons)

What happens to plastic that is thrown away?



Plastic is not biodegradable - instead it photo-degrades into tiny toxic pieces over many hundreds of years. In the meantime, plastic waste ends up in the ocean, **impacting the health and habitat of marine animals and polluting seas around the world.**

What types of plastics are the biggest threats in marine pollution?

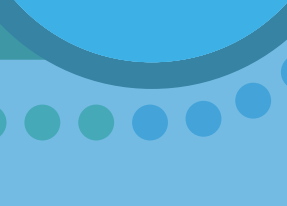
Floating plastics - especially harmful when they collect together due to ocean current action.



Sinking plastics - heavy plastics sink to the ocean floor and can entangle animals and be ingested.

Microplastics - plastic breaks down into microplastics which are ingested by insects and small animals; this means that plastic can bioaccumulate in humans who consume them.

Microplastics



What can businesses do to reduce plastic waste?



Reduce: De-plastic your workplace by switching to non-plastic alternatives for bags, straws, stationary and other items. Research and source products that are not too packaging-heavy.

Re-use: Promote a culture of re-use in your workplace. Also consider creating branded travel mugs or water bottles, which also double up as a marketing tool.

Recycle: On occasion, plastic cannot be avoided - the best action will therefore be to give plastic a second chance at life and divert it from landfill through recycling.

Whatever size your business is, Envirocraft will recycle your plastic waste with total efficiency. Contact us to discover more or for a free no-obligation quote.