

WORLD CUP KIT: EIGHT PLASTIC BOTTLES

Cristiano Ronaldo and Ronaldinho will take to the field in this summer's World Cup in South Africa wearing shirts made of recycled plastic bottles.

The change comes after Nike said yesterday that it would make its biggest commitment to sustainability by producing the shirts worn by nine teams in football's biggest competition from 100% recycled polyester, with each shirt using up to eight plastic bottles. Making the shirts this way is expected to cut the amount of energy used in production by 30% and save 13 million plastic bottles going to landfill sites this year alone.

Nike would not comment on how many shirts it expected to sell, but using 13 million bottles would equate to more than 1.5 million shirts to be worn by the players and supporters of countries including Brazil, Portugal and the Netherlands.

The recycled polyester will come from a supplier in Taiwan, using plastic from discarded bottles from Japan and Taiwan. Charlie Denson, president of Nike Brand, said that the recycled shirts — which will be a permanent fixture in its range — represented a good deal for consumers, the environment and the company's shareholders.

The fabric used is more expensive than normal, but Denson said the American sportswear manufacturer was able to reduce the expense by using less material and cutting costs elsewhere. He added that consumers would not be penalised, because the shirts would cost the same price as normal.

See the full advert on http://extras.timesonline.co.uk/pdfs/biz/bizfront_260210.pdf.

(extracted from SAPRO Recycling Snippets March 2010)