

PRODUCT DESIGN & RECYCLING REALITIES

Presented by Lawrence T. Black
Black Ink Consulting, Inc.
larrytblack@msn.com 303-916-4852

“Design is the first signal
of human intention.”

– *William A. McDonough*



We stand at a critical moment in Earth's history,
a time when the mass of plastics being
manufactured and discarded is about to
overwhelm the planet.

Convenience is killing us.
Dominant patterns of production
and consumption are causing
environmental devastation,
resource depletion and mass
extinction of species.



PLASTIC DESIGN OBJECTIVES

RETAIN + RECYCLE + REDUCE

NOT

TAKE → MAKE → WASTE

KEY DESIGN ELEMENTS

- Materials
- Size & Shape
- Deconstruction

CREATING DEMAND

Recycling is
a commodities play

KEY DRIVERS OF PLASTICS FOR RECYCLING

- Design
- Demand
- Collection Dynamics

EDUCATING DESIGNERS AND ENGINEERS

How to specify
recycled plastic content

CRADLE TO CRADLE®

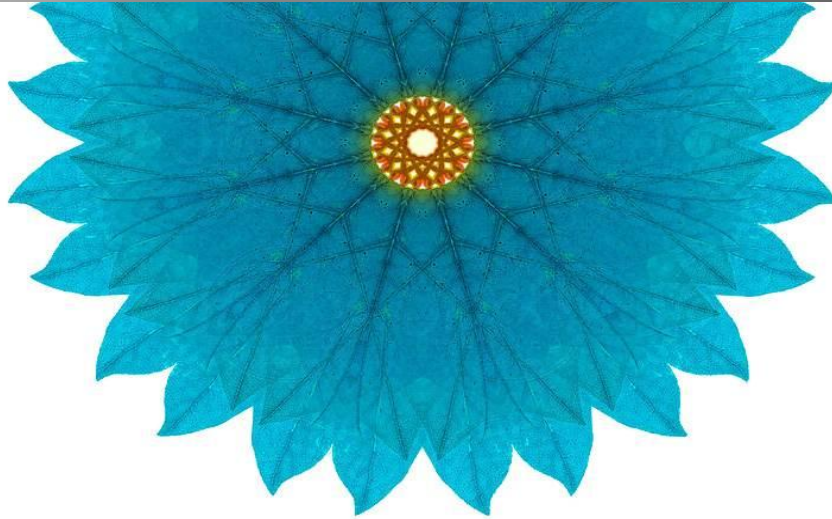
William McDonough, architect, designer, thought-leader and author—with a vision for a future of abundance for all—is helping companies think differently.

DESIGNING FOR THE CIRCULAR ECONOMY



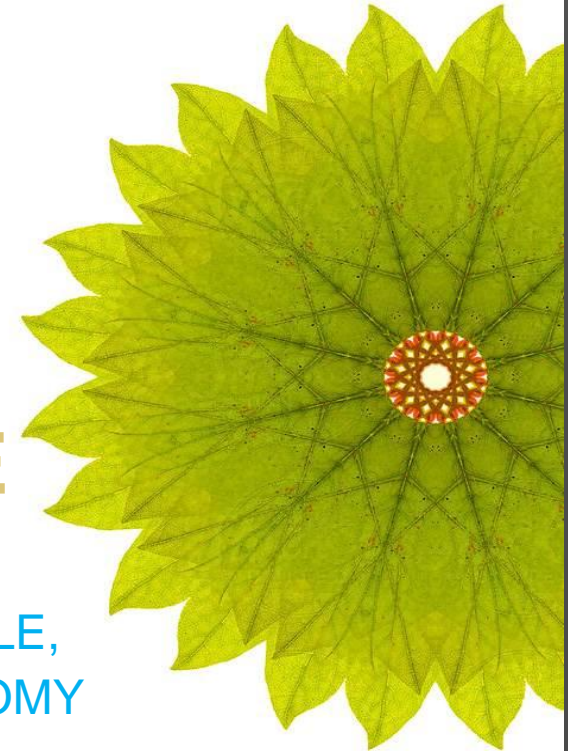
CHANGE THE WAY WE MAKE PACKAGING INTO A **POSITIVE FORCE** FOR PEOPLE AND THE PLANET





ELIMINATE THE CONCEPT OF WASTE

BY IDENTIFYING EVERY MATERIAL
AS A NUTRIENT FOR A FUTURE CIRCLE,
THUS CREATING A CIRCULAR ECONOMY
AND THE SYSTEMS TO SUPPORT IT.



“DON'T TELL ME
IT'S IMPOSSIBLE,
TELL ME YOU
CAN'T DO IT.”

– *Dean Kamen*
Inventor of the Segway



MBA is operating the most advanced recycling plants on the planet.



**Proprietary recycling
technologies that
convert plastic waste
into high-value
EcoFuel™ and
petrochemicals**