

Four keys to more sustainable plastic

Rising consumer consciousness is continuing to heighten demand for plastic feedstock that isn't quite so harmful to our planet. But there are a number of strategies for limiting the impact of plastic production, and no single one is likely to solve the sustainability problem on its own. To call attention to all of these strategies— including some of the lesser-known ones— we've put together this infographic that highlights the basic thinking behind each strategy and touches on why sustainable plastics matter at all.

Click the graphic to expand.




“It would be silly to suggest that we do away with plastics. They are too valuable, too ubiquitous and too useful. What we should do away with, however, is the way that they are made, some of the ways that we use them, and certainly what we do with them when they have done their job.”
-Tom McKeag in GreenBiz

Here are four ways to make plastics more sustainable.

1. RENEWABLE FEEDSTOCK

Organic materials such as starch and other natural fibers can replace petroleum-based feedstocks, greatly reducing the reliance on carbon-dioxide-emitting fossil fuels.

Reducing petroleum feedstock by 25% can decrease greenhouse gas emissions equivalent to removing 16.5 million passenger cars from the road every year.^{[1][2][3]}

 = 1 million cars



2. RECLAIMED FEEDSTOCK



Creating a more sustainable plastic

Learn how we're meeting demand for more sustainable goods without sacrificing quality or cost.

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