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When you get up in the morning, what is the first thing you do? Check your phone, brush your teeth or prepare yourself a cup of coffee? Whatever you do, whatever you start with – you will use a product made out of plastic. Could you imagine living without all those products? We from RethinkResource do for sure not advice you to not use plastics at all but we have another suggestion: Why don´t you try alternatives to plastic? There are endless options on the market that offer the products we know made from an alternative resource or that recycle plastic. Unfortunately, these products are not well-know yet. With our latest blog, we want to introduce you to some of those innovative, astonishing and sustainable products and companies. As our focus lies amongst paper and food on plastic, we dedicate this blog to the alternatives to plastics.

The first extraordinary company we like to present is Method. They produce the world´s first bottle made with ocean plastic. They aim to add a new sector to the economy where the power of business is used to solve social and environmental problems. Their PET plastic bottles, for example hand wash, dish soap and spray cleaners are made from 100% recovered ocean plastic and recycled plastics which has about a 70% lower carbon footprint than using virgin plastic.

Companies are not only trying to build better plastics but also to find alternatives. One of them is Loliware who produce the “Cups of the Future”: the first edible disposable cups. They are 100% plastic-free and all natural, so natural actually that you can eat them afterwards. Made from seaweed, organic sweeteners and flavors and colors derived from fruits and vegetables. Isn´t that great?

In case you are getting tired while reading (let´s hope not) you would like to prepare yourself a cup of coffee. If you are using a capsule coffee machine, you produce a lot of waste. Shame on you. But we discovered a solution for this waste problem: mycoffeestar.com – a reusable capsule that fits in the most gängige capsule coffee machines. They look similar to the one-use ones; the only difference is that you clean them after each use instead of throwing them away. By using those capsules you could not only limit the waste you create but also save a lot of money.

Coffee seems to be a magnet to waste creation: not only the capsules that I mentioned before are a problem, but also the well-know problem with to-go cups.

Now that we shared all this with you we would love to know if you also know projects or startups that aim to reduce plastic waste in one way or another? Is there a project where you think more people should know about? Do you know somebody who is passionate about saving our world from plastic pollutions and our seas from containing more plastic than fish?

Just post it as an answer underneath this blog, we and the startup/entrepreneur will be happy about sharing his/her project!

While writing this blog, we realized how many great companies, start-ups and projects are out there. Unfortunately, we could not mention them all as then this blog would be too long. But, hey we have got our own website where we can add pages and content as we like! So, we decided to add a new category “…” where we present on a regular basis certain ideas that fascinated us and we think should get more attention.

The first one is…