

# CASE STUDY

## From Waste to Opportunity



### The Challenge

**2,770** expired airline life jackets which no other business was able to accept and process posed a significant challenge. We took on the task, determined to find a way to upcycle these materials and give them a new lease on life. Committing to our 'zero landfill' and 'highest & best use' policies, we successfully deconstructed the life jackets and sorted out the materials in **87.5** hours.



### The Process

Each unit is comprised of multiple materials, both hazardous and non-hazardous. This includes yellow fabric, compressed CO2 metal cylinders, cuprous magnesium batteries, lights, buckles and straps. We identified the yellow fabric as **Nylon 6** with **Polyurethane** coating, making it a waterproof material with a vibrant color. We knew that this material could be put to good use, especially in combination with the buckles and straps. **No materials went to landfill.**

### Handmade by Roncy Packs



### The Results

Using our network of local makers, we transformed the fabric, buckles, and straps into these stylish and functional water-resistant **fanny packs!** This success of upcycling materials that were once deemed undesirable proves that a circular economy is not only a possibility but also a **reality**. By finding creative ways to reuse and repurpose materials, we can prevent waste, preserve valuable resources and reduce greenhouse gases emissions.



**JOIN US IN THE CIRCULAR ECONOMY REVOLUTION TO FIGHT WASTE AND CLIMATE CHANGE!**