Prevented Ocean Plastic (POP)

An initiative aimed at tackling the global issue of ocean pollution, by preventing plastic waste from entering our oceans.

By recycling plastic waste, POP contributes to a more sustainable and circular economy, reducing the reliance on virgin plastic production and helping protect marine ecosystems.

Creating New Materials

The collected plastic is sorted based on its type and quality, then undergoes thorough cleaning to remove any impurities and contaminants and is processed into raw material, such as pellets or flakes.

Empowering Fragile Communities

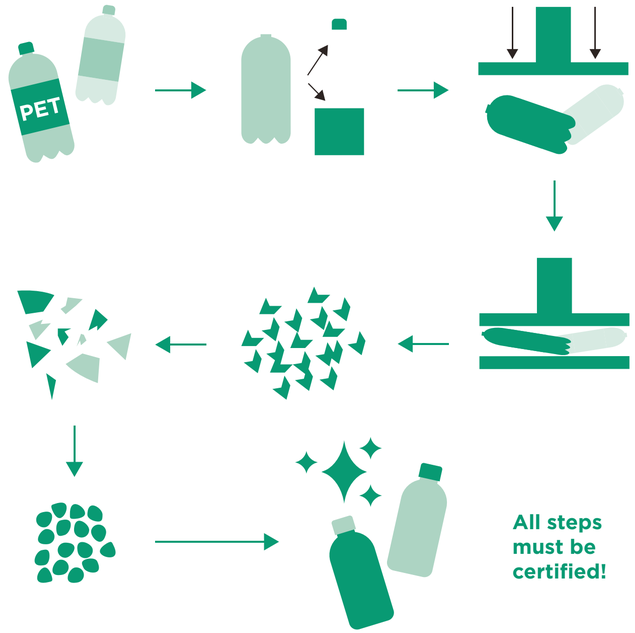
POP collaborates with fragile communities, providing employment and income-generating opportunities through involvement in the collection, sorting, or recycling process.

Collaboration

POP works with manufacturers and industries to encourage the use of recycled plastic in their supply chains.

Traceability

To enhance transparency and accountability, POP implements QR codes, enabling consumers to trace the material's origin and its journey through the recycling process.



All steps must be certified!

PREVENTED™ OCEAN PLASTIC

Click here to learn more.

Applicability and certification depend on the selected product.