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White Collar Dumpster Dive:

How REPURPIA
can fuel our future



CASE STUDY



Consider this image before saying "don't
reinvent the wheel"



- An estimated **300 million** tires are discarded in the United States every year
- The dilemma was to find a solution to the growing piles of tires in landfills
- With lots of ingenuity, the C-Port was designed as a product made of 100% recycled tires that is competitive in price and functionality compared to the non-green alternatives

Did you know?

Tater tots were created in 1953 when Ore-Ida founders F. Nephi Grigg and Golden Grigg were trying to figure out what to do with leftover slivers of cut-up potatoes.

Sales of Tater tots = \$36 billion/year





The Clearline Criteria 3

- ✓ Is it GREEN?
- ✓ Is it priced competitively against the alternative non-green options
- ✓ Is it equal to or better than the current alternative non-green options

If the rubber block guy can design a solution, what is stopping YOU?

Domicology

The study of the economic, social, and environmental characteristics relating to the life cycle of the built environment.

Authors



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Government legislation should inspire people to make proper environmental decisions and penalize the poor decisions

“If at first the idea is not absurd, then there is no hope for it”

-Albert Einstein