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### Success Story

## Green Bottle Unit

### Background

The Green Bottle Unit is part of the Free Form Arts Trust, a charity which brings together artists, architects and excluded sections of the community in urban regeneration projects. The Unit was set up to demonstrate innovative new uses for recycled glass products in an urban environment. They produce 100% recycled glass tiles, bricks and pavers for internal and external use. These products have been used in a wide range of urban landscaping applications, often in combination with innovative lighting effects.

- *"... can artists and artist-designers make anything interesting out of waste, and in particular waste glass? ..."*

### Profile

Established	2000
For-profit	No
Turnover	£350,000
Employees	16 (11 full-time equivalent)
Products	Glass tiles, bricks and pavers
Recyclates	Glass
Annual volume of recyclates	Unknown *
Product recycled content	100%
Post-consumer waste content	100%

\* GBU has a production target of 2000 tonnes of recycled glass per annum by 2006.

### Products

The Green Bottle Unit produce high-specification 100% recycled glass tiles, bricks and pavers. All recovered glass is kiln fired and finished to create products suitable for use in the design and construction industries. All products are currently handmade, and slight colour and size variations make each product aesthetically unique. The Unit also collaborates with designers on bespoke commissions.

- *"... any glass form that one can see out there could actually be made in recycle."*

### Recycled materials

The Green Bottle Units' products are all made from 100% post-consumer recycled glass. Glass is used from a variety of sources, including green, blue and clear bottles, TV screens and cathode ray tubes, test tubes, lead crystal and car side windows.

## Marketing & promotion

The Green Bottle Unit currently sells its products exclusively to order, and specialises in collaborating on commissions from designers. The products currently command a high price due to the small scale of production. GBU currently only accepts orders within a specific size range; smaller orders are uneconomic to produce, and it lacks the capacity to fulfil larger orders. GBU is ambitious to market its products via multiple do-it-yourself retailers.

## Lessons for success

- Marketability: *"... it actually has got to have a marketable edge, which makes people go 'I am prepared to pay for this as opposed to the alternatives.'"*
- Design: *"... our mission is about the high quality of design through the waste of glass."*
- Supply: *"... we collect our waste from sources which we know we can rely upon."*

## Current challenges

- Expanding production: *"... as yet we're still solving some of the technical problems related to mass production."*

## Further issues

- Consumer appeal: *"... and quite clearly you had a market which I call the Kensington market ..."*
- Support: *"... there needs to be more incentive by government to recognise design has its place alongside high volume issues. ..."*
- Franchising: *"... the unique designs could actually be sold on to other people to make. ..."*

## Contact

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