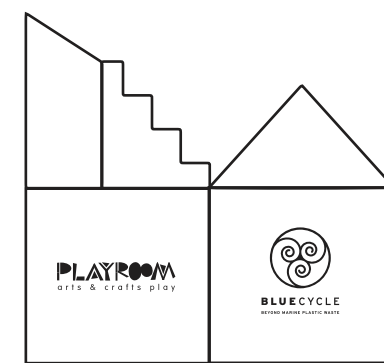


**PLAYROOM**  
arts & crafts play



**BLUECYCLE**  
BEYOND MARINE PLASTIC WASTE

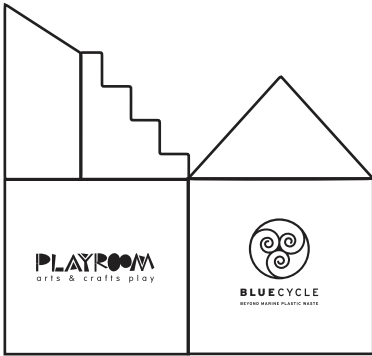
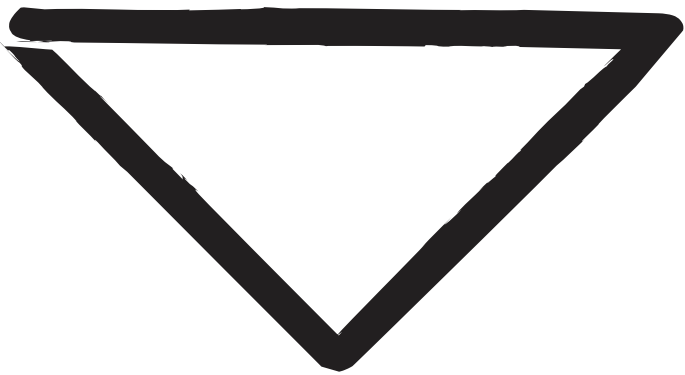
**Give  
it  
away!**



New technologies,  
innovation, creativity all  
working together for the  
construction of a recycled  
plastic table or chair?  
Is that possible?  
Yes it is because **Blue Cycle**  
and the **Playroom**  
have just joined forces!

**Give  
it  
full  
play!**

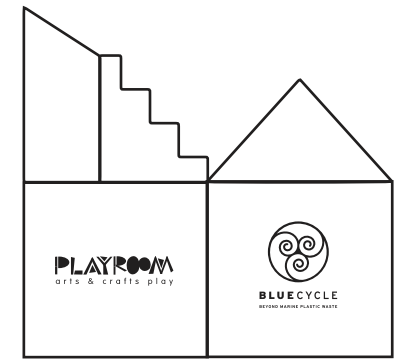
**Give  
it  
away!**



**Give  
it  
full  
play!**



**Give  
it  
away!**



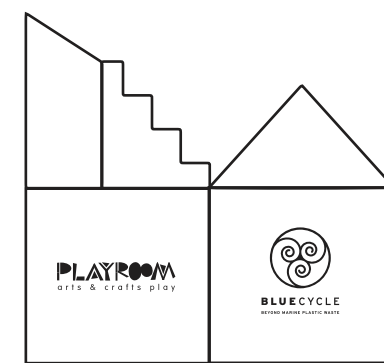
Their vision: a viable, sustainable world. Like two friends with lots of imagination they conspired to play a new delightful game, to build interactive furniture for children made of recycled plastic. **The materials that go into this effort are polypropylene, polyethylene and nylon.**

**Do you wonder how we do it?**

Our basic ingredients are plastic toys and plastic ocean trash. That's the raw material that goes into those unique creations.

**Give  
it  
full  
play!**

# Be



Have you ever seen discarded toys lying around a garbage bin and thought that no matter their size they are each a small **treasure?**

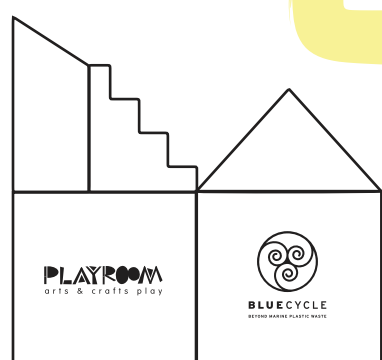
There's a story behind every toy plus it's made of earth's valuable raw materials. Especially plastic toys use up huge amounts of energy resulting in a high environmental cost which shoots up when they end up as debris or ocean trash.

**a planet  
hero!**

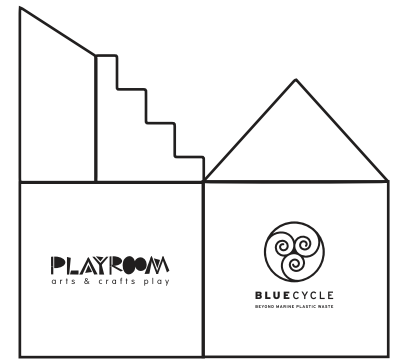
# Be



a planet  
hero!



# Be



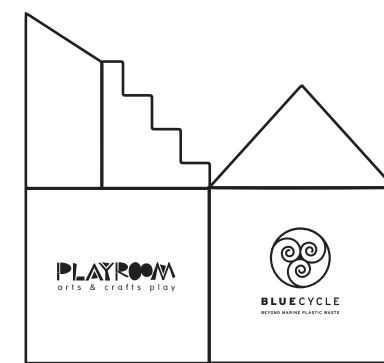
## **Let's make a change!**

Put on your magical cape and help us give new life to your plastic toys! To start with, the only thing we need you and your family to do is make a pile of toys you no longer need (felt pens, beach toys, cars, dolls, trucks, balls, old lego pieces...) Then you must decide how many of these toys you can give away to other children since a toy's basic mission is to give joy to as many kids as possible! For the rest of your toys that are too worn to give away give us a call!

**a planet  
hero!**



# Be



## The rest is a piece of cake!

With the help of **Blue Cycle's** magic wand will transform them into furniture for kids ready to tell their own fantastical stories.

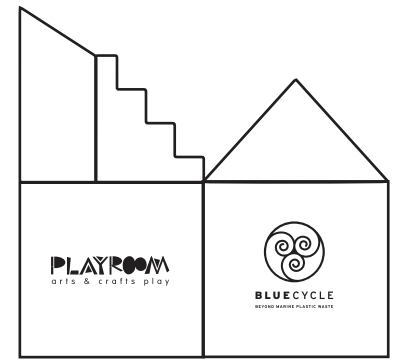
## Remember

that every small **"green" gesture** counts and that every toy makes a huge contribution for the protection of our planet.

**a planet  
hero!**



# Toy



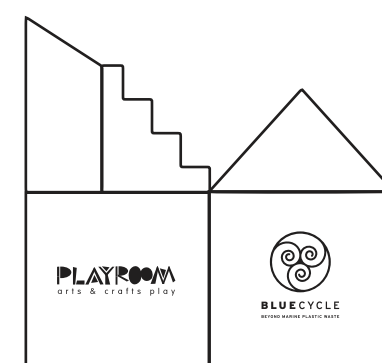
## **Do you wonder how we do it?**

After we collect the plastic toys we disinfect and sort them out into two major categories. Depending on the condition they're in and the characteristics of the materials they are made of we either recycle or use them as they are. Magic machines in the Blue Cycles labs will then turn all the toys into furniture for kids.

In other words every toy you offer is very important! We don't currently use rubber, silicone and "pvc" for our objects but we love furniture and toys made of polypropylene, polyethylene and nylon (hard plastics) !

# **BE continued!**

# Toy



**BE**  
**continued!**





**Do you have any questions?  
We'd love to hear from you!**

Find us at:

**210.4224811 or at  
playroom@bluecycle.com**

We'll be happy to talk with you about the project, the toys you'd like to donate and ideas you might have for a better world for both kids and grownups.





**PLAYROOM**  
arts & crafts play



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BEYOND MARINE PLASTIC WASTE