

I'll drink to that

Turning bottles into shirts: the process



1 Bottles diverted from landfill



2 bottles cut up and plastic melted down



3 material spun into yarn

4 Nike buys material and makes into shirt



plastic bottles = 1 shirt

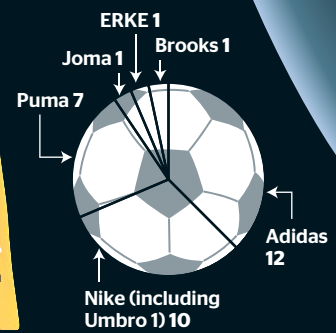


Teams wearing shirt



Shirt suppliers at the World Cup

Number of teams



The benefits

up to **30%** reduction in energy consumption

3,000km

Distance covered if bottles were laid end to end, which is more than the entire coastline of South Africa

13m

plastic bottles are prevented from going into landfill sites. Totalling nearly 254,000 kg of polyester waste

6 hours

time a 60w light bulb could burn in every house in the UK on the power saved by recycling 13m bottles