

Desde tazas de té desechadas hasta fundas para teléfonos celulares, los polímeros de alto desempeño Vistamaxx™ pueden darle una nueva vida a los desechos plásticos.

Al trabajar en asociación a lo largo de toda la cadena de valor, Meituan Waimai, HeyTea, TRASHAUS, Rhino y ExxonMobil tomaron un producto no deseado y lo convirtieron en algo útil y deseable.

Discarded milk tea cups



Meituan Waimai

"We launched the Blue Mountain Project to collaborate with partners and unlock opportunities along the value chain. By extending the life cycle of disposable plastic products through recycling we can use resources more efficiently and give plastic waste a new life."

Yang Bicong, Secretary-General, CSR Committee of Meituan Waimai



Durable, comfortable cell phone cases



1900 cups equals



3800 phone cases



Rhino

"Milk tea cups and food containers are usually made from polypropylene, which cannot typically be used in recycled products because it becomes brittle after recycling. Adding Vistamaxx performance polymers, enhances the impact strength and durability which makes it possible to make cell phone cases with comfortable touch."

Andy Liu, Deputy General Manager, Guangdong Rhino New Material Technology Co., Ltd.



TRASHAUS

"TRASHAUS helped Meituan Waimai design and build up a recycling program for a takeout food and beverage packaging, and explore more diverse solutions. For young people nowadays, cell phone cases are not just to protect phones or make them stylish, but also a way of self-expression. Through insightful design and creativity, we transformed the discarded cups into cell phone cases that stay with customers and bring them joy."

Vans Zhang, Founder, TRASHAUS

Contact us for more information:
exxonmobilchemical.com/rethinkrecycle
#rethinkrecycle  

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