
MARKET FACTS!

MARKET FACT #109

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10K

of WATER is what it takes to make a recycled pair of quality Jeans that can be sold on The Market.

DATE: November 25, 2023

COMMENT: The recycling industry may solve a lot of problems but it takes hard work and key resources that the world needs to invest in order to generate CHANGE. Impacting the actual economy in a competitive level, takes professional-grade recycled products, something that requires serious resources. Water is one of them. Besides this stat, **in the United States, more than 70% of cardboard gets recycled, something much higher than aluminum (35%), glass (31%) and plastic (9%).** Looks like we can do better.

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