

Help Recycled Earth Designs Fund a Sustainable Future

MELBOURNE, VICTORIA, AUSTRALIA, March 28, 2016 /EINPresswire.com/ -- You might never have given any thought to the life cycle of a tee-shirt. But if you care about the planet and its life span, you're probably already concerned about how to make the best use of the products that we buy, and what happens to them when we no longer use them. The disposable lifestyle that may have characterized previous eras is no longer the mindset of a generation that deeply cares about the environment. Finding a company that puts its profit margin into an ecological context has become a priority, not only for millennials, but for other ages as well who want to do right by Mother Earth. One of those companies, [Recycled Earth Designs](#), highlights the intentions that founder Gautam [Pingali](#) brings to the business. Raising awareness on the potentials of waste recycling enables customers to make a difference in building a sustainable future. The organic tee-shirts that the company has launched in phase one of its Indiegogo crowdfunding campaign now will fund the future, which will see the release of tee-shirts made from recycled plastic bottles.

Entrepreneurial inspiration comes from a variety of sources, but how many find

their business muse in a landfill site? When Pingali, whose background is in waste management, visited Nairobi, Kenya, and saw how much waste was generated by a single city, he suddenly grasped the enormity of the problem. He thought Nairobi's landfill was overwhelming until he thought of the amount of waste that is generated all over the world. And that thought scared him. "Will we ever get it under control?" he wondered. But then he conducted more research and found inventors from around the world who figured out ingenious ways to transform waste into a resource. From what's been thrown away, discarded, pitched, dumped and trashed has come clothing, merchandise, roads, and energy. Maybe one person feels that it's impossible to make a difference. But if everyone takes a small step for a big cause, the goal is achievable.



The organic tee-shirts are sourced from the Texas Organic Cotton Marketing Cooperative and have been certified as organic according to the United State Department of Agriculture National Organic Program. Anvil, one of the largest purchasers of U.S.-made organic cotton, is producing the tee-shirts. In common with Recycled Earth Designs, Anvil supports corporate social responsibility, focusing on sustainability and maintaining a policy of transparency to show how the cotton is grown and how the tee-shirts are made. Acme Prints, an environmentally conscious company based in Phoenix, Arizona, will print the tee-shirts as well as pack and ship them.



The facility runs on renewable energy, from sources such as the sun, wind, and decomposed garbage in landfills. The products are going to be printed with water-based inks and care has been taken to make sure that the printing ink residue is managed responsibly.

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Gautam Pingali

Sustainability is a start-to-finish operation, so it's no surprise that Recycled Earth Designs will ship its products in 100% recycled mailbags that are made from post-consumer and post-industrial material. Fully recyclable, the mailbags come with a dual self-sealing adhesive strip to allow re-use. The hang-tags used are also made of 100% recycled hemp.

The tee-shirts, which come in natural, black, white, red, chocolate, navy, and charcoal, will be shipped in eight to ten

weeks after the completion of the project. As Pingali explains, “Indiegogo is a crucial step in raising awareness and promoting the brand of Recycled Earth Designs.”

Crowdfunding supporters who purchase Recycled Earth Designs products are buying into the ethos of the business. You aren't just buying a tee-shirt to wear, you're entering into a partnership with the planet to use the resources it provides, and also to re-use what's been discarded. The Earth has taken care of its population for a long, long time. Isn't it about time that we returned the favor?

About Recycled Earth Designs

Recycled Earth Designs' (<http://recycleearthdesigns.com/>) founder, Gautam Pingali, is committed to the idea of maximizing waste recycling by repurposing it into either products or energy. Working under the motto “Just Being Responsible,” the company will launch with organic cotton tee-shirts. Those buying a tee-shirt today are funding a future that's sustainable and efficient. The funds that are raised will allow the company to purchase and brand organic cotton tee-shirts, recycled packaging, recycled hang-tags, and recycled pens in a process that respects the planet's resources.

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