

Recycled Nespresso pods get new life as Vélosophy bikes

In line with the world's growing environmental consciousness, Nespresso and Swedish lifestyle bike brand Vélosophy have launched Re:Cycle - a bicycle made from recycled aluminium coffee capsules.



Re:Cycle is designed to illustrate the potential of recyclable aluminium and motivate Nespresso fans to recycle their capsules.

Reduce, re-use, Re:Cycle

Aluminium is one of the world's most valuable resources because it can be re-melted and re-used infinitely – allowing craftsmen to give waste a second life. Designed to highlight the potential of recycling Nespresso's aluminium capsules, the launch of Re:Cycle is encouraging consumers to consider how they can make a positive impact.

“Through our collaboration with Vélosophy, we're illustrating to coffee-lovers the potential of recycling their aluminium Nespresso capsules. By using recycled capsules to make beautiful bicycles, Vélosophy brings sustainability and style together to create a truly meaningful experience, bringing to life the importance of recycling,” said Jean-Marc Duvoisin, CEO of Nespresso.

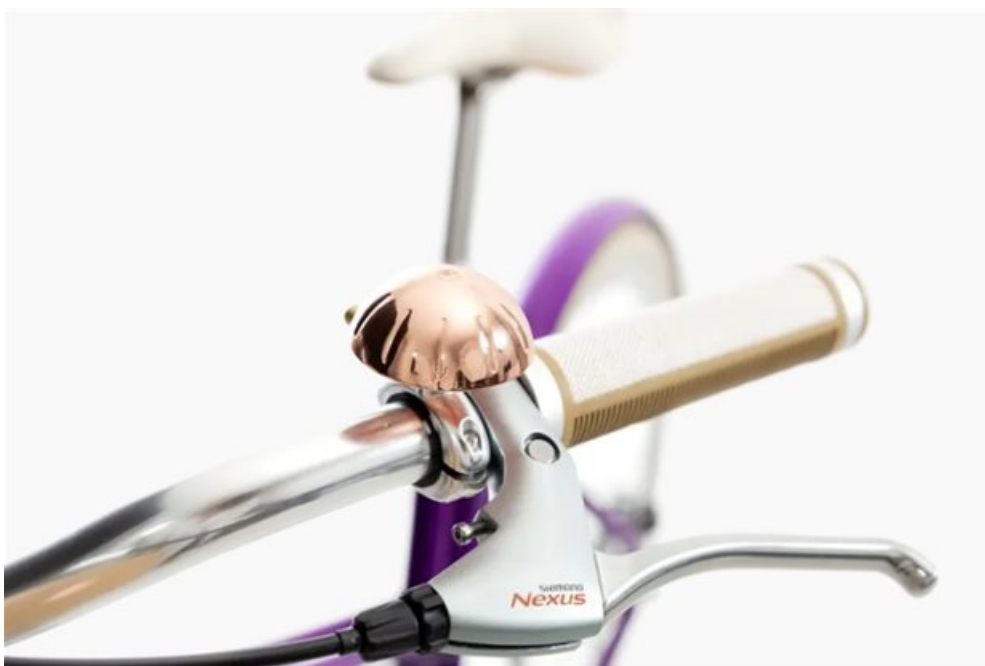
Jimmy Östholm, CEO and founder of Vélosophy, said: “We created Vélosophy with a clear purpose: to have a positive impact on the world. This purpose drives everything we do – from our promise to give a bike to a schoolgirl for every Vélosophy we sell to producing our stylish city bikes from recycled aluminium.

“I see in Nespresso a strong commitment to sustainability – which is why this has been the dream partnership. We are proud to have co-created a bike that takes on the future. It is beautifully-designed, responsibly-sourced and sustainably-produced.”

Cycle while recycling

The limited-edition Vélosophy Re:Cycle bike is an icon of circular economy design. Created for conscious-living coffee-lovers using the aluminium from recycled Nespresso capsules, Vélosophy has re-imagined its classic model in bright purple in a nod to Nespresso's Arpeggio coffee.

Re:Cycle will delight Nespresso fans with its capsule-shaped bell and cup-holder basket giving them the chance to enjoy their favourite drink on the go.



At least 1,000 Re:Cycle bikes are available exclusively from Vélosophy's [e-commerce platform](#), priced at R21,930 (exchange-rate dependent), excluding shipping.

For every Re:Cycle bike created by Vélosophy in partnership with Nespresso, another bike will be donated to a girl through

How to recycle capsules

Nespresso aluminium capsules are fully recyclable – including the coffee grounds. Nespresso opened its first recycling scheme in Switzerland in 1991 and invests over R500m a year in the programme. Today, the scheme is available in more than 53 countries and gives coffee-lovers a range of options for convenient recycling of their used capsules from a network of more than 100,000 drop-off points to door-step collections and mail-back schemes.

Locally, Nespresso capsules can be returned for recycling at dedicated collection points throughout the network of Nespresso boutiques and booths in South Africa.



Nespresso teams up with Rio Tinto to make coffee pods greener

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In line with global Ecolaboration standards, Nespresso has developed a customised aluminium separation machine that is used to recycle used Nespresso capsules at local recycling partner Oricol's facility in Johannesburg. Once separated, the aluminium undergoes a further recycling process at a nearby steel smelter where it is re-used to make new aluminium products while the coffee grounds are composted to produce a fertiliser for organic farming purposes.

Visit your nearest Nespresso boutique or booth or contact the Nespresso Club on 0800 63 7773 for more information and to see what other second-life products are on offer.

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