LIFE HACKS

LEGO Unveils New Sustainable Toy Bricks Made from Recycled Plastic Bottles

By bestfolkmedicine · 14/10/2021 · 2 min read



LEGO, the Danish toy manufacturer is renowned for its production of colorful bricks made of plastic. However, recently, the brand has decided to make a change that's eco-friendly.

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In fact, in 2018, they made the first-ever sustainable collection from sugarcane. Now, they've gone further in their mission to lower plastic waste.

They've released a prototype brick which is made of recycled plastic bottles, the first of LEGO's products made using recycled material.

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First-Ever: LEGO's New Sustainable Toy Brick from Recycled Plastics

The team of over 150 individuals worked in the last three years on prototype development. They tested more than 250 PET materials and a lot of other plastic formulas to find a material that will meet LEGO's standards for safety and quality.

The final decision was to use PET plastic from bottles in the US. Averagely speaking, a one-liter plastic PET bottle provides sufficient raw material to make ten 2×4 LEGO bricks.

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To make these bricks, LEGO compounds the recycled plastic with strengthening additives through bespoke tech.

According to the VP of environmental responsibility at LEGO, Tim Brooks, their major challenge on their sustainability journey is to rethink and innovate new materials that will be strong, quality, and durable as their current bricks.

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They also need to fit with the elements LEGO made in the past 60 years.

He also explained that this prototype enables them to show the amazing progress they're making.

When Can We Expect to Purchase LEGO's Sustainable Bricks?

Despite the exciting news, it will still take some time before we see the recycled plastic bricks in stores. Prior to the prototype being approved for production, more tests will need to be performed.

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This could take around 12 months.

Still, Brooks notes that they want kids to know that they're working on the new bricks and that they'll bring everyone along on their journey.

Experimentation and failing are pivotal for learning and innovation. Similar to kids building, unbuilding, and rebuilding with the LEGO bricks at home, the company is doing the same in their lab, points out Brooks.

LEGO Group’s Ongoing Dedication to Sustainability

The brick from recycled plastic is a major achievement for LEGO that’s dedicated to a more sustainable future. They’ve promised to invest up to $400 million in a three-year period to fund their eco-friendly projects.

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Brooks notes that they want LEGO products to influence the planet positively, not just with the play they undoubtedly inspire, but also with the materials they use. Despite the long road ahead, they’re satisfied with the progress.

Sources:

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