



DATE: August 10, 2017
TO: Planning & Organization Committee/Recycling Board
FROM: Tom Padia, Deputy Executive Director
SUBJECT: Recycled Content Manufacturing – Green Toys

SUMMARY

Issues involving the Circular Economy, markets for recycled materials, manufacturing with recycled content, planned obsolescence vs. product durability, and design for recycling crop up regularly in Recycling Board discussions. At the August 10 Planning & Organization/Recycling Board meeting, Ian Coats MacColl, Chief Creative Officer at Green Toys, Inc. will discuss the manufacturing process of this domestic manufacturer that produces 100% recycled content toys and builds its brand around environmental benefits.

DISCUSSION

Ian Coats MacColl works as an industrial designer and product developer at Green Toys, Inc. where he leads the creative process for both product development and marketing communications. Ian was previously vice-president of research and design at Wham-O, a Bay Area toy company, where he managed development of brands for Frisbee, Bogey, Super Ball, and Hula Hoop. Green Toys are produced entirely in the U.S. using plastic from primarily recycled milk jugs.

For Mr. MacColl's thoughts about the environmental impacts of product design, see:

<https://www.linkedin.com/pulse/my-name-ian-i-make-landfill-ian-coats-maccoll>

RECOMMENDATION

This item is for information only.