

# 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.

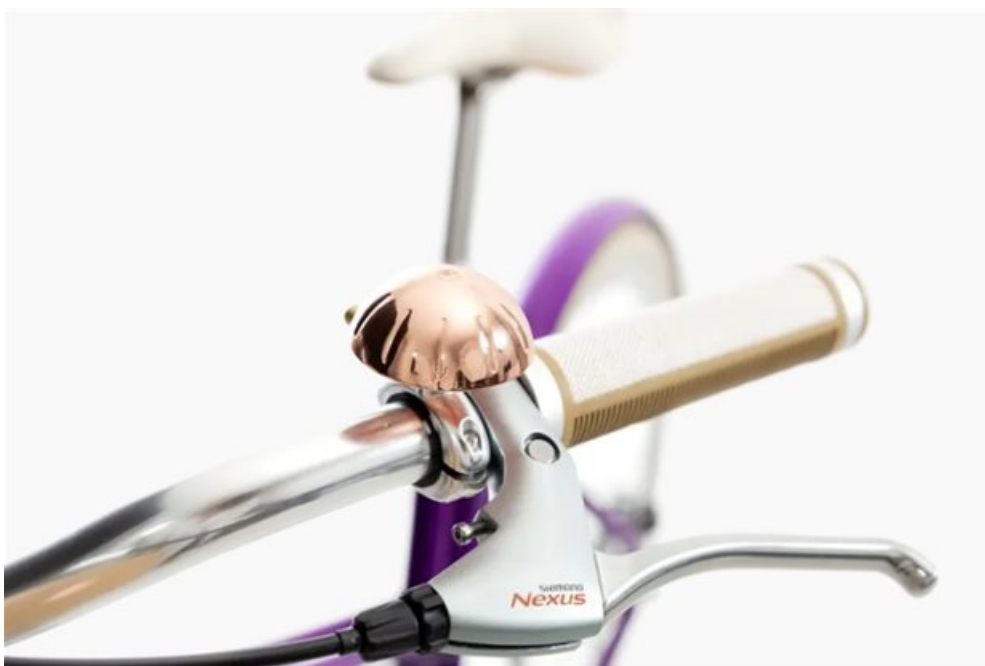
Jimmy Östholm, CEO and founder of Vélosophy, said: “We created Vélosophy with a clear purpose: to have a positive impact on the world. This purpose drives everything we do – from our promise to give a bike to a schoolgirl for every Vélosophy we sell to producing our stylish city bikes from recycled aluminium.

“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.

For more, visit: <https://www.bizcommunity.com>