

To Rid the Oceans of Plastic Pollution, Company Develops Plastic Fishing

Source: wakingtimes.com

Published: April 29, 2016



Images source: <https://www.facebook.com/PlasticWhale/>

The inspiring and innovative crew of a small company, [Plastic Whale](#), in The Netherlands, is making cleaning up plastics its daily mission and confronting the massive global problem of plastic pollution. This Dutch company organizes Amsterdam sight-seeing and plastic fishing tours and corporate events via the city's extensive canal system, fishing out plastic and trash that has made its way into the canal waters and would eventually end up in the oceans.

Their novel approach to decreasing water pollution doesn't stop there. The company recycles as much of the debris as it possibly can, except the plastic, which it regards as a valuable and useful raw material. Once enough plastic is collected by sight-seeing "fishermen," Plastic Whale processes the plastic by shredding it, washing it, and transforming it into small plastic granules. These granules are used to create foam plates, a light and buoyant material, perfect for constructing more Plastic Whale boats. The new boats are then used for more plastic fishing tours, thus removing even [more plastic out of the water](#).



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