

Nike Is Now Making Most of Its Shoes from Its Own Garbage

Source: huffingtonpost.com

Published: May 11, 2016



Reuters Staff / Reuters The soccer pitch may no longer be the greenest thing in this photo.

The apparel giant said Wednesday that 71 percent of its footwear now contains materials made from waste products from its own manufacturing process.

“I never knew how excited I could get about waste,” Hannah Jones, Nike’s chief sustainability officer, told The Huffington Post by phone. “If the world were to reframe how it thinks about waste, it is the delta between the ambition we have collectively to get to a low-carbon world and where we are now.”

The material, branded Nike Grind, is [made from](#) recycled sneakers and manufacturing scraps from Nike’s factories. Old shoes are sliced into three parts and then ground into rubber bits, foam or a fluffy fiber. Besides using the materials in the company’s own products, Nike sells them to buyers who use them to line running tracks, playgrounds, gym and weight room floors and carpet underlay.
