

## Case Study: *Design Recycle*

# Turning an R&D shop into a manufacturing company

What do birdhouses, clocks, plaques, wall panels, furniture, lamps, wine bottle coddles, playground surfacing, planters and countertops all have in common? They are all recycled product prototypes made by James E. Ingram of Design Recycle. The walls of his showroom are lined with these and other examples of everyday products that can be made from material diverted from landfills.

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and hiring 150 workers by 1998. Under that one roof, five different commodities (commingled glass, rubber, mixed plastic, wood, and polystyrene) will be processed by a single work force of recycling technicians, using the same machinery and equipment for each commodity. This production plan keeps capital and training costs down, and Ingram intends to manufacture only products that can fit into this production model. This type of manufacturing facility also allows for a high degree of flexibility; products can be built quickly according to demand.

Design Recycle has employed many marketing approaches, each with a different goal in mind. Much of Design Recycle's marketing effort to-date has consisted of attending recycling shows and displaying the wide variety of familiar products made from recycled materials. "Seeing these products made from recycled

### *Fast Facts* **Design Recycle**

Location: Upper Marlboro, MD



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Goals: Clean up landfills, sell recycled products, provide blue-collar jobs

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The joint venture is another approach that Ingram is using to market products. He has an agreement to do the manufacturing of bottle coddles (wine bottle holders) from both virgin and recycled materials according to his joint venture partner's patented design. Besides generating revenue, this adds credibility and stability to Design Recycle's plans for expansion.

Economic development offices and other state and local agencies offer many grant

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