

A Brief History of Plastic



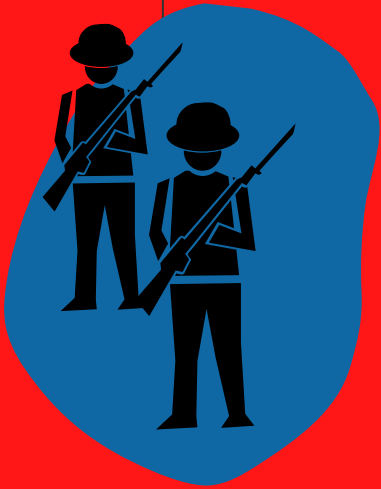
1869

The first plastic was invented by John Wesley Hyatt to replace the ivory used in billiard balls. Horn, tortoise shell and ivory had been used as "natural" plastics for hundreds of years



1907

The first fully synthetic plastic was called "Bakelite" and was invented by Leo Baekland. Bakelite was marketed with the slogan "the material of a thousand uses"

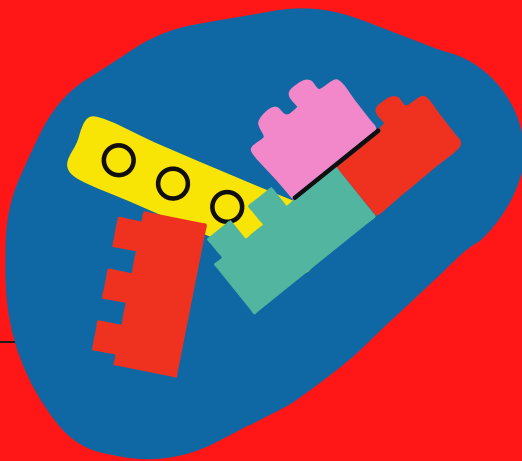


1940-1945

WW2 drove the expansion of the plastic industry, since the material was essential in the US war effort.

1950

In the 1950's the polyethylene plastic bag appears for the first time



1960

By the 1960's, furniture, textiles, toys, household products and packaging can all be made by plastic. Experts also began to observe plastic debris in the oceans and realised its threat to the environment

1970-1980

In 1976, plastic becomes the most used material in the world and in 1978, Coca Cola introduces the PET plastic bottle. In the 1970's and 80's, plastic waste is piling up in nature, and concern about the impact on the environment starts to grow.



Today

Since the 1950's, plastic production has increased nearly 200 fold. Only 9% of all plastic ever made has been recycled. Meanwhile, plastic production is expected to more than double by 2050.

It's time to ask...

WHY PLASTIC?