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Coca-Cola launches Hong Kongâ??s first "Recycle Bar"Â

03 June 2023 | News

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To demonstrate that recycled PET bottles can be given a new life â?? again and again â?? thus helping to foster recycling habits of the public, The Coca-Cola Company in Hong Kong joins hands with the City Plaza in launching Hong Kong's first ever 'Recycle Bar', in response to World Environment Day on June 5.

"Recycle Bar" opens on June 2 and runs through June 11. Decorated with more than 30 pieces of bar furniture made out of 18,000 plastic bottles by 3D-printing, and with a collection of rPET turned everyday items that is exhibited on spot, the 'Recycle Bar' aims to raise public awareness about proper collection and recycling of used resources (e.g., plastic bottles) to minimise carbon footprint. Visitors are encouraged to recycle used PET bottles for redemption of free beverages and rPET-made souvenirs.

When recycled properly, PET is a useful material that can be reused again and again. To showcase its endless possibilities, The Coca-Cola Company in Hong Kong has transformed 18,000 recycled PET bottles into bar furniture like bar counter, bar stools, tables and chairs, which are all locally produced. After the exhibition, the furniture will be reused at an 'Recycling Academy' experience centre, which is also part of The Coca-Cola Company's public education efforts.