

## UMELOHMOTNE CONTEXT

Seas, oceans, homes, the whole planet is drowning in plastic garbage and now we have to find a way out. Even a small step for a person can become a giant step for humanity.

Šimon Horna and Lukáš Adámek didn't just want to fold their hands and share pictures of burning forests and garbage-infested oceans. They decided to go about it smartly and give a second chance to unnecessary plastic in an original way.

The goal of the Umelohmotne project is to popularize recycling. Owners can make designer pieces themselves, such as soap dishes, phone cases, brush cups, clocks, bow ties for men, but also medals for runners or stylish glasses made of recycled plastic.

The company targets the general public, corporations and enterprises with a strong accent on sustainability and CSR activities. Their products are made from PP and HDPE, previously also PET but not anymore.

## THE IMPLEMENTATION

Product design is created internally by the founders. Technology has been proprietary and developed by the local technology company. Combined plastic shredder and Injection mould press helps Umelohmotne to process and transform plastic waste into usable design products. The first was a very unfortunate experiment with ground PET material, which you can find in PET bottles of the same name. There was a lot of smoke and as a result a nice but perfectly cracked plastic pancake.

Today they make more complex things: iPhone cases, sunglasses, wall clocks, bowls, soap dishes and more. They are mainly inspired by the Precious Plastic community, but also by friends who sometimes advise them on what they would like to see from them.

The production process begins with the cleaning and sorting of plastic waste. They have to get rid of paper labels, glue and possibly leftover yogurt or clay. They sort plastics by type and color. In this way, they can already scrap them into useless pieces and put them aside for later. They made the plastic shredder in the garage from an old engine from a mixer.

If they want to make, say, a phone case, they heat their injection molding machine to 200°C and pour ground plastic into it. After 15 minutes, they place the mold under this giant syringe and inject the molten plastic into it. The mold can be opened immediately, because the contents solidify in an instant. They will process the phone case made in this way by hand and add it to the others. If by chance they don't succeed, they can grind it again and turn it into a dish.

They owe the color patterns to the matter of coincidence, the sorting of plastics and the ratio of one or another color combination. Most often, they mix some color shade into the most abundant white. Potted, brown-black pieces that can create a quail egg effect are popular. On the other hand, vain pieces of gold color from Nescafé and Woolite lids look luxurious.

They offer their products on a B2C model and through direct sales, Online sales (e-shop), Exhibitions and local markets, Social media.

## IMPACT CREATED

Education of the general public by leading an example, i.e. sometimes they manage to bring the machines to the markets and show the production on site. However, they did the longest workshops at the Pohoda festival, where they scrapped plugs from the visitors and made festival clips from them on the spot - a larger version of the famous cécés. In addition, during the Run For The Oceans they produced recycled medals that runners received for participating.

## MORE INFORMATION

- Website: <https://www.instagram.com/umelohmotne/?hl=sk>
- Pictures:



- Social Media

Instagram: <https://www.instagram.com/umelohmotne/?hl=sk>

Facebook: <https://www.facebook.com/umelohmotne/>

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<https://kombo.sk/moje-naj-umelohmotne/>