

THE PEOPLE FIXING OUR FUTURE

Case studies of innovation, determination and environmental stewardship

- VANS -

CHEWING GUM WHEELS

USING OLD CHEWING GUM TO MAKE WHEELS FOR SKATEBOARDS



80-90%

OF GUM IS NOT
DISPOSED OF
INTO A PROPER
LITTER
RECEPTACLE

A STICKY PROBLEM

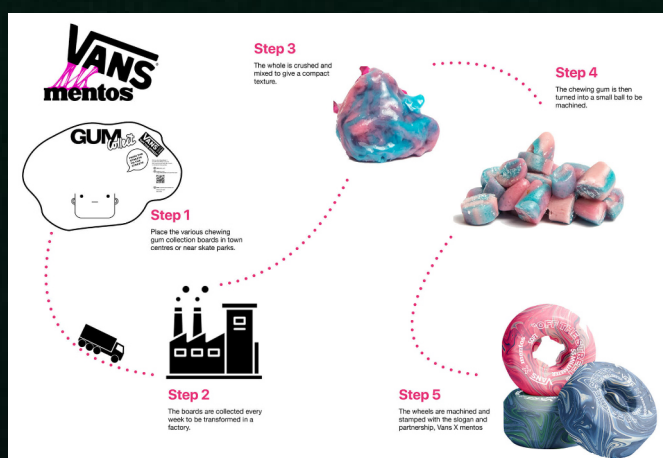
Chewing gum is made out of various components. One being a synthetic plastic material that means that once used and discarded this can end up in our ecosystems and contribute to the micro-plastic problems in our oceans.

CHEWING GUM IS
THE SECOND MOST
COMMON FORM OF
LITTER WORLDWIDE
AFTER CIGARETTE
BUTTS

THE SOLUTION

Students in France wanted to figure out a way to clean up their streets and help cut the amount of plastic being absorbed into our environment. They tested out fusing old gum together with other materials to create new wheels that can be made in a variety of colours and be sturdy enough to be safe.

THE BENEFITS



In a world that is obsessed with material culture, we need big names and brands to be leading the way in sustainable design. By using waste as the main component of the new product, Vans are advocating for a circular economical system when it comes to design and production.

The result is some cool looking and very colourful wheels that have an appeal and solve a worldwide problem too.

We hope that other companies look to Vans and Mentos in their collaboration for a more sustainable future in our material world.

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Images: Hugo Maupetit courtesy of L'Ecole de design Nantes Atlantique