

Motorola to unveil cell phone made with recycled plastic

Jan. 6 -- Motorola Inc. will unveil a cell phone made with recycled post-consumer plastic this week at the 2009 International Consumer Electronics Show in Las Vegas.

The MOTO W233 mobile phone is the world's first made with post-consumer polyethylene terephthalate plastic and is 100% recyclable, said Jeremy Dale, corporate vice president of global marketing for Motorola Mobile Devices. It also is the world's first carbon neutral phone, he said. Motorola offsets the carbon emissions created while manufacturing, distributing and operating the phone through renewable energy investments and reforestation projects through a partnership with Carbonfund.org.

"Today, natural resources, energy and time are more precious than ever before," Dale said. "From the product's design, to the packaging to our partnership with Carbonfund.org, we wanted to ensure that this device makes the right impact with consumers and the environment."

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