

Nike: made from scraps



Back in 2006, [Nike](#) generated copious amounts of street cred with techies when it partnered with Apple and released its [Nike + iPod](#) Sport Kit, which allows gadget-loving runners to synch their iPods via a special sensor placed inside their Nike shoes.

Now, the US athletic shoe manufacturer seems determined to win over green-minded customers, too. In January, Nike introduced the Air Jordan [XX3](#), which uses eco-friendly materials. Then in February Nike went a step further with Trash Talk. From the sole to the shoelaces, this shoe is produced not only from 'environmentally preferred' materials but also recycled waste, with much of the latter coming from Nike's own production facilities—scraps that would otherwise have been discarded.

Trash Talk is the brainchild of Nike celebrity endorser Steve Nash. The All-Star guard for the NBA's Phoenix Suns is a committed green-living advocate. And a retail price of USD 100 aptly illustrates how a company can turn garbage to gold. That's a lesson which should be well taken by beleaguered manufacturers in the US and other developed nations. As these manufacturers look for ways to compete with lower-cost producers in Asia, they might find the secret to reinventing themselves is stacked up in the trash bins of their own factories. Yet another way for brands to rack up those greenie points ;-)

Website www.nike.com

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