Recycling Offers New Game for Old Tennis Products   
By Adam Siskind of PLAYBACK Clothing  
  
As an avid fan of tennis as well as a devoted advocate of [recycling](http://en.wikipedia.org/wiki/Recycling), I gain immense satisfaction from the fact that many of the products I use on the tennis court can be recycled. Manufacturers focus on performance rather than longevity for most sports equipment; the abuse taken by such items as tennis balls and tennis shoes cause them to have short life spans. Fortunately, sports and recycling enthusiasts recognize the need to find new purposes for the materials from which sports products are made.   
  
For instance, the sporting goods industry produces more than 300 million tennis balls each year. Including the cans in which they are packaged, these balls generate nearly 19,000 tons of non-biodegradable waste each year. Until recently, most of this material ended up in landfills because there has not been a viable means of recycling it. New companies, however, re-pressurize old tennis balls and re-purpose the components in tennis shoes, which are generally made of a mix of natural and synthetic materials. Dedicated recycling organizations re-purpose and re-claim these materials to generate new sports gear as well as playground surfaces and other worthwhile uses.  
  
About Adam Siskind: A successful entrepreneur with a track record of strong performance, Siskind founded PLAYBACK Clothing to create environmental efficiencies in the world’s garment industry. To learn more about Adam Siskind, visit [PLAYBACKClothing.com](http://www.PLAYBACKClothing.com).