No Soda Debate at PLAYBACK Clothing

By Adam Siskind, Chief Executive Officer

[Soda](http://en.wikipedia.org/wiki/Soda) seems to be a major topic of conversation in New York City right now, but at PLAYBACK Clothing we settled our own soda dilemma some time ago. For us, the question involved not the size of our beverages, but what to do with the tons of soda bottles that end up in American landfills each year. We resolved the issue by creating a line of T-shirts, sweatshirts, and hoodies made from soda bottles. Each piece derives its color from the original bottles that comprise all or part of their fabric, eliminating the need for additional dyes.   
  
Coca-Cola, PepsiCo, and other soda manufacturers plan to develop bottles that are made entirely from plant-based materials. Meanwhile, Americans dispose of more than five billion pounds of recyclable petroleum-based plastic bottles and jars each year. This raw material offers an astonishing array of potential new purposes, ranging from decorative items to new packaging to clothing, including the products available from PLAYBACK. Our line comes in such evocative colors as Soda Bottle Green, calling to mind the distinctive hues of Sprite, Mountain Dew, and ginger ale bottles.  
  
About the Author: Adam Siskind strives to preserve the resources of the earth by inventing new purposes for existing products. Through his company, PLAYBACK Clothing, Adam Siskind makes available stylish products that serve customers while conserving the planet. For more information, visit [AdamSiskindPLAYBACKClothing.biz](http://www.adamsiskindplaybackclothing.biz/).