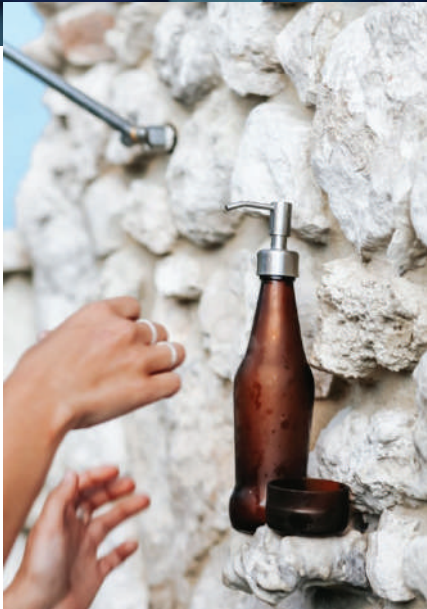


Cindy Poole

GLASS ARTIST



Legal Name: Cindy Poole Glass Artist
Location: Esperance, Western Australia
Founded: 1995
Contact No: +61 497 714 059
Email: sales@cindypoole.com.au



Company Overview

CINDY POOLE GLASS ARTIST offers handcrafted bespoke, creative and functional upcycled glass jewellery, home décor, sculptures, corporate gifts, and hospitality products.

The company uses recycled glass bottles sourced directly from the consumption site to create eco-friendly and sustainable glass products. This unique upcycling process embodies a circular economy model that closes the loop on supply chains, reduces carbon emission and redefines waste management systems. This artistic sustainability project creates renewed value for recycled glass bottles through ongoing diverse product development that is scalable.

With passionate sustainability objectives, the company has evolved to incorporate impact at the core of its business model. The most recent development, CINDY POOLE RECYCLED, is the accumulative expression of a passion for preserving and personifying the natural environment.

Vision

Transforming up-cycled glass into bespoke, creative and functional products that are sustainable by design.

Theory of Change

Making a circular economy possible by transforming recycled glass into high-value products that improve the waste industry, benefit the planet, and enrich the lives of its people.

The Problem

Australia generates an astounding 76 million tons of waste annually, with \$17 billion spent on waste services. 1.3 million tons of that waste is attributed to glass packaging, of which only 60% is recycled, while the remaining 40% ends up in landfills. Australia experiences challenges in recovering glass from mixed waste loads and exclude wine and glass bottles from recycling schemes. Bottles that are recycled result in low-value applications limited to industrial avenues.

In the wake of the COVID pandemic, almost all single-use sanitiser bottles end up in landfills. Australia recycles only 16% of its plastic. Considering that a single plastic bottle takes up to 1000 years to degrade, the consequences are devastating. The Guardian recently stated that Australia is experiencing a recycling crisis.



Rather than seeing waste, we recognise the opportunity to catalyse social and economic transformation by offering sustainable products while contributing to the global sustainability agenda and becoming an agent of change. This creative approach offers alternate pathways towards zero waste. The model reduces the amount of glass waste entering landfill, supports current state priorities in economic diversification and growth of regional capabilities, job creation and consumers' reliance on single-purpose products.

The Solution

CINDY POOLE GLASS ARTIST has utilised glass as raw material for its eco-friendly and sustainable glass products over the past 25 years, enabling high value-extraction with negligible to zero-waste in its repurposing efforts. Glass bottles are collected directly from the site of consumption, redirecting waste from landfills, reducing transportation and emissions, eliminating additional processing stages, and closing the loop on supply chains. This model provides customers with the opportunity to achieve environmental stewardship, as well as grassroots support of proudly Australian-made products. Each product purchased builds communities, enables skills development, supports local, and boosts regional tourism in Esperance, WA. Products sold to corporates provides accreditation compliance, allowing them to meet corporate citizenship requirements.



In 2020, CINDY POOLE RECYCLING was born to create a new industry that innovates reusable and non-plastic sanitiser bottles in the form of artistic and bespoke glass sanitiser bottles, thereby reducing plastic waste, offsetting CO2 emissions and saving on virgin material. It further provides access to otherwise imported products.



Business Model

- 1 Glass bottles are **recovered** directly from the site of waste and transported to our facility
- 2 Glass bottles **handcrafted** into artistic and functional items for home and office décor, fashion, or gifting
- 3 Finished products are **sold** directly through the inhouse gallery and online store to corporates, retail outlets, galleries, and the hospitality industry



Target Market

Retail – in-house shop, online, external outlets

Hospitality – hotels, restaurants

Corporate – large companies, distilleries, alcohol producers

Founder

Cindy Poole is an expert glass and design artist with over 25 years of experience. In 1995 she founded CINDY POOLE GLASS ARTIST out of a studio and gallery with the inspiration of embodying the natural environment in all her designs. As founder, manager, and lead designer, Cindy has achieved extraordinary success recognised at a regional and state level as a recipient of tourism and business awards.

Cindy is passionate about sustainability and preserving our natural environment. This drive has led her to use her business as a platform for sustainability, challenging current perspectives on the value and use of recycled glass while replacing mainstream methods of glass disposal.

