

# Let's **Assess** our **Upcycled Plastic Products & Learn!**

## **IS MY PRODUCT:**

- *Aesthetically beautiful?*
- *Has tasteful colours?*
- *Useful and Purposeful?*
- *Durable and Sustainable?*
- *Marketable?*

**Please note: Plastic that is being upcycled should be Used Plastic.**

**Let's work together and give back to our environment**

# How to make an **Upcycled Plastic** product **Aesthetically appealing?**

**Aesthetics** can be achieved through *surface decoration* and pleasing *colour scheme*.

**SURFACE DECORATION** includes use of different crafting techniques like:

- *Decoupage*
- *Clay work*
- *Dot painting*
- *Mix media*
- *Macramé*
- *Mandala art / Doodling*
- *And many more*



# What are the components of a good COLOUR SCHEME?

**COLOUR** in a nutshell is represented by H-T-T-S

H for Hue  
T for Tint  
T for Tone  
S for Shade



**HUES** are the **purest** and **brightest** colours. They form the full spectrum of colours which progress around the Primary Color Wheel. These color schemes are **bold**, **cheerful** and **exciting**.

**TINT** is sometimes called a **Pastel**. It's simply any colour with white added. A colour scheme using Tints is **soft**, **youthful** and **soothing**.

**SHADE** is simply any colour with **black** added. Shades are **deep**, **powerful** and **mysterious**. They are best used as dark accents.

**STONE** is created by adding both **White** and **Black**. Any colour that is "**grayed down**" is considered a Tone. Tones are more pleasing to the eye. They are **complex**, **subtle** and **sophisticated**.

With the help of a **colour wheel**, you can assess colour relationships and discover why a particular arrangement of colours works- or not-so that you can mix and match colours successfully and with confidence!

# How to make **USEFUL & PUPOSEFUL** upcycled products?

## What is it's purpose?

- Décor piece
- Stationary
- Planters
- Toys
- Storage
- Organizer
- Furniture
- Etc.



## Who is it for?

- Age group
- Location of consumers



## Where can it be used?

- Outdoors
- Indoors
- Travel
- School
- Special occasions
- Etc.



# How to make **Upcycled Plastic** products **Durable?**

**DURABILITY** can be achieved through the use of the right products for :

- **Primer / Gesso**
- **Paints**
- **Varnish**
- **Glue**

**Types of GLUE** for surface decoration



*These are some of the brands available in the market for your reference*

## Chalk Paints

- Itsy bitsy
- Icraft
- Folk art Plaid
- Cadence



## Varnish

- Asian paints PU outdoor varnish
- Cadence
- Camlin Acrylic Spray Varnish

## Primer/ Gesso

- Itsy bitsy
- Icraft
- Plaid
- Camel



## Pens /Markers

- Sakura
- Zig Markers
- Sharpies

## Wax

- Cadence
- Itsy bitsy



## Multi-surface paints by cadence



# Is my product **Marketable?**

A **marketable** product is one which is fit to be sold in the market and there is a demand for it in the market.

Essentially, marketability is a measure of whether a product will appeal to buyers and sell at a certain price range to generate a profit.

*The important aspects to be considered while making marketable upcycled products from used plastic are as follows:*

**PURPOSEFUL** : A product which fulfills a need and demand in the market. A product which has a purpose and fulfils the need of the buyer.

**AESTHETICS** is the look and feel of the product. This involves the color combinations and the surface decorations of the product.

**DURABILITY** is the ability of a physical product to remain functional, without requiring excessive maintenance or repair, when faced with the challenges of normal operation over its design lifetime.



# Importance of R & D

- To know the **marketability** of your upcycled product **R&D** is most important.
- R&D will help **gauge** the **optimum conditions** for the usage of the product and the **durability** of the product.

## R & D

Use the product before selling it!

Test  
under  
extreme  
conditions



Use  
materials  
of  
different  
brands



Use  
materials  
based on  
the usage



Every  
mistake  
will be a  
new  
learning



Experiment  
and be  
creative!



Document  
your trials  
and  
outcomes





# Marketing of Upcycled products made from Used Plastic

**BRANDING** : Create a brand for your product. This can be done through a brand logo. Give a brand name which best suits your product.

**PACKAGING** is an important aspect of marketing. Attractive packaging makes the product more attractive to a potential buyer.

**PRICING** of the product must be done correctly. Market demand and prices of the competitors must be studied. The product must be affordable as well as profitable.

**DESCRIPTION** of the product must include the exact dimensions of the product. Proper care instructions and durability of the product must be mentioned. How the product was made and the story behind the product's artisan can also be included.



# CREDITS

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