

## A Brazilian Eco Factory Tries to Spread Its Eco Culture

Contributed by Marcelo Araújo  
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They make all their products out of recycled material. For them contributing to an environment of ecological concern and sustainability also means innovation. With offices in Curitiba, in the Brazilian southern state of Paraná, Ecofábrica produces handbags, notebooks, diaries, pens, nametags, key rings and several other kinds of products using recycled stuff.

Ecofábrica started in 2001. Designer Sonia Knopik, the company owner, recalled that the idea of establishing the business was born at the Federal Center of Technological Education of Paraná (Cefet-PR), where she studied, and was matured at the Federal University of Paraná (UFPR). "My intention was to develop products that did not affect the environment," recalled Sonia.

With a team of 13 employees, Ecofábrica brings together a clientele of large national companies in the private and public sectors. In the hands of professionals at Ecofábrica canvas, PET bottles, paper, plastic and aluminium become articles sold by the brand from Paraná, among them handbags and pens. Knopik says that apart from working with recycled material, the company favors national raw material, like cotton.

Sonia is convinced that when you decide to work with recycled material you create great benefit for the planet, by reducing garbage, for example. "Many of these materials take up to 400 years to disappear. By reusing, we avoid pollution and preserve for the future. Soon, landfills will have no space for so much garbage," she warns.

Another important factor, in Sonia's opinion, which is related to recycling, is that it generates jobs and income, which is evident, for example, in the case of cooperatives of garbage collectors.

To the businesswoman from Curitiba, recycling represents a "route without return" although, in her point of view, there is still much to be done for this culture to spread throughout the country.

Ecofábrica - <http://www.ecofabrica.com.br/>

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