

Marley's Monsters Blog

SEO terms: Marley's Monsters, Unpaper, Sustainable

Look up: <https://zerowastestore.com/blogs/zero-waste>

March:

<https://www.marleysmonsters.com/blogs/news/scrap-felt-housewares-marley-s-monsters-transforms-trash-into-useful-items>

Feb:

<https://www.marleysmonsters.com/blogs/news/3-easy-ways-to-transform-your-carbon-footprint>

Jan:

<https://www.marleysmonsters.com/blogs/blog/a-colorful-ten-years>

<https://www.marleysmonsters.com/blogs/blog/looking-back-on-marleys-monsters-10-years-of-appreciation>

<https://www.marleysmonsters.com/blogs/blog/marley-s-monsters-10th-anniversary-by-the-numbers>

December:

<https://www.marleysmonsters.com/blogs/blog/happy-holidays-sustainable-style>

<https://www.marleysmonsters.com/blogs/blog/go-green-gift-giving-made-easy>

<https://www.marleysmonsters.com/blogs/blog/four-reasons-unpaper-towels-are-better-for-the-environment>

Posted:

[5 Easy Ways to Transform your Carbon Footprint](#)

[5 Ways to make Valentine's Day More Sustainable](#)

[Make Sustainability Your New Year's Resolution](#)

Influencer Campaign Blog Post: Marley's Monsters x Shayla Gressman

At [Marley's Monsters](#) we are on a mission to spread joy through sustainable living. That is why we recently teamed up with Instagram personality, [Shayla Gressman](#) (@shaylagressman), as she explored a few of our fan-favorite products. Shayla has built a community of over 16 thousand followers with whom she discusses all things motherhood, and all things happy. Her community celebrates the little things, encourages growing smiles, and advocates for living mindfully. That is definitely something we can get behind here at Marley's Monsters. Keep

reading to hear what products Shayla loved and how she has incorporated them into her everyday lifestyle.

Meet Shayla!

As a young mom of two children, Shayla Gressman is constantly busy. Between homeschooling, playdates, cleaning, cooking, and perfecting intricate hairstyles for her toddler she still somehow manages to find time for self care and finding joy in simplicity. She says that when she got married becoming a mom was something that initially terrified her, but looking back, it is the best thing to have happened to her. Together, she and her husband are raising two precocious little ones and love having a bustling household.

Shayla is no stranger to embracing mishaps and accidents. (Have you ever gotten a [spray tan forgetting that you'd have to breastfeed later](#)? Yeah, she's been there and done that...) But what keeps her going is being able to pivot and laugh and she and her family enjoy the journey of life. That is why she loves Marley's Monsters products. By making the switch to sustainable homegoods, not only is she making it easy to keep the products she needs on hand, but she is also enhancing her routine with products she'll look forward to using.

How Shayla Easily Swapped Out Paper Products for UNpaper Towels

Sustainability shouldn't be a sacrifice. In fact, it should be fun! Our [UNpaper® Towels](#) are meant to brighten your life with fun prints and cheerful colors that you'll want to put out on display so you can live colorfully and tread lightly.

When Shayla saw our UNpaper® Towels, she knew this would be an easy swap. Forgetting to buy paper towels during a hectic errand run was now a thing of the past for Shayla. In her [recent instagram video](#), she effortlessly demonstrates how simple it is to load the UNpaper® Towels onto an existing paper towel rack in her home. Now she can easily reach for a towel that is as absorbent as it is beautiful anytime there is a spill or mishap in her home!

How Shayla Leveled Up Her Nursing Pads

Whether nursing is a delight or a chore for you, all breastfeeding mothers could use more nursing pads. If it seems like you never have enough on hand, you're not alone. Many mothers lament that running out of nursing pads is a nightmare they'd prefer to avoid, Shayla included! Imagine you're about to head out to brunch or you have company coming over so you reach for your nursing pad stash only to find out your fresh out. That would of course be when the baby starts to cry and you can feel the let down coming! With our [reusable Nursing Pads](#), you'll never have to worry about running out of nursing pads again. Simply toss your Nursing Pads in with your laundry and you'll always have a fresh supply on hand. Absorbency even increases after the first few washes!

Shayla loves that they are super soft and comfortable to slip into your bra. Since they are thin yet absorbent you can barely feel that they're there! Plus they come in a variety of colorways and patterns so you can choose whether you want to mix it up or stay neutral. (Don't worry, the colors won't show through your clothes because the colorful side goes against your skin!)

Did we mention one of your favorite products in today's blog? We want to know! Tell us how you use your Marley's Monsters products by joining the conversation on social media. You can find us on [Twitter](#), [Facebook](#), [Pinterest](#), [Instagram](#), [YouTube](#), and [TikTok](#). If you have any questions about our products or need help with a recent order, don't hesitate to [reach out](#). We'd be happy to help to show our thanks for being a part of the Marley's Monsters community.

Blog Post: **Scrap Felt Housewares: Marley's Monsters transforms Trash into Useful Items**

Introduction

Textile-based manufacturing, including the fashion industry, is one of the leading industries globally, and it produces more waste than any other manufacturing industry. [In the last 40 years, the production of chemical and textile fibers has increased from 23.94 million metric tons to 105.6 million metric tons—an increase of more than four times.](#) As demand has grown, so have concerns about the environmental impact of fiber production and disposal operations. Along with the enormous increase in pollutants going into water systems and ecologies, as well as huge amounts of energy waste, [92 Millions Tons of fabric](#) are wasted annually in the clothing industry alone. The pre-consumer waste occurs before the garment reaches the consumer during the manufacturing process. [Many fashion houses waste up to 15% of their fabric goes on the cutting room floor.](#) Marley's Monsters does a good job of minimizing waste but still, all the fabric cannot be used. For example, there is always space between the edge of the fabric and where you can lay a pattern. There are also the woven edges on fabric, or the selvage, which is otherwise unusable. Fabric scraps like these are most often dumped into a landfill, which generates many issues for the environment. After years of holding onto scrap fabric generated through their manufacturing processes, Marley's Monsters has developed a solution to repurpose some of that scrap fabric.

Turn waste into wanted [Seema to add pictures in shopify blog]

Step through the process:

Marley's Monsters produces many reusable textile products, like [UNpaper® Towels](#). These eco-friendly products are incredible tools for people trying to live more sustainably. However, even the most careful production line ends up with scrap fabric. Marley's Monsters turns these scraps into felted fabric—saving more than three thousand of pounds of fabric waste a year from going into landfills each year. The process is time-consuming, but well worth it. A well-trained, capable technician can produce 6-8 yards of felted fabric in a day.

1. The process begins with collecting and sorting the scraps of fabric.
2. The fabric scraps are laid evenly on the machine bed, like a rectangular puzzle.
3. The scraps are slowly run through an industrial felting machine. The machine has a series of barbed needles. The needles repeatedly pierce the fabric, and the fibers are pulled by the barbs. These loose fibers twist and compress, creating a

new fabric. Industrial needle felting is time-consuming and requires many passes through the machine.

4. In the final felted fabric, the colors from the original fabrics are combined in enchanting ways.
5. The scrap felt fabric is then used to manufacture new products.

Scrap Felt - Fabric for Function

The final felted materials are wonderful to use—very durable and easy to clean. The thick material is particularly good for scrubbing, polishing and absorbing liquid. The [Marley's Monsters Scrap Felt Dish Cloth](#) is the ultimate hand-dishwashing tool. It is more durable than a disposable sponge—and more sustainable given it's a zero-waste product. Similarly, the [Scrap Felt Mop Pads](#) put disposable mop heads to shame. They're absorbent, durable, and zero waste—no floor will remain dirty if you have these on hand.

The confetti-color effect of the fabric makes for a stylish production material. The [Marley's Tote](#) made from scrap felt goes with any outfit. They are perfect for busy women, toting a laptop or a lunch. Similarly, the [Scrap Felt Coasters](#) work with any home decor. While they're super absorbent, they can also be washed if you have messy guests. Each Scrap Felt item from Marley's Monsters is one of a kind!

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Blog Post: 3 Easy Ways to Transform your Carbon Footprint

Ditch the Paper Towels: “Reduce, Reuse, Recycle,” is the old adage we have all heard related to sustainability. Marley's Monsters' [UNpaper® Paper Towels](#) are a prime example of a product intended to do just that, with several styles and types available.

The average person uses more than [3000 paper towels](#) in a given year. This is a lot of money going into the trash. It's also a terrible waste of resources. If you use ten [paper towels](#) daily, [you generate about 0.06 lbs CO2 or the equivalent of driving 173 miles](#). [UNpaper® Paper Towels](#) helps you decrease your carbon footprint.

The UNpaper® Towel, our version of **paperless paper towels**, is designed to reduce waste, cut costs, and also fit your unique personality and style. We believe our UNpaper® Towels are the best replacement for **kitchen paper napkins** on the market. They can even be rolled up on a tube, like **paper toweling**. The **reusable towel rolls** serve as a manageable **paper towel replacement**. Plus, they're made in the USA. UNpaper® Towels are an essential eco-friendly investment in the future of the planet.

We are often met with a wide range of questions about the efficiency, use, and actual environmental impact that **Marley's Monsters UNpaper® Towels** have. [We answer these questions and share more on the negative impact of paper towels on the environment.](#)

Annual Carbon Impact:

Driving to the Grocery Store Weekly: [101 tons CO2/year](#)

Paper Towel Production per family: [129 lbs/ year](#)

Rethink Doing the Dishes: Once you move to Eco Friendly Towels, think about the carbon footprint of your cleaning routine. Kitchen sponges are bad for the environment because they're made from non-renewable materials and have a short lifespan, meaning there will always be a demand to manufacture new sponges. [Kitchen sponges](#) are often made of plastic. The manufacturing of kitchen sponges is an [energy-intensive](#) process that requires large amounts of water and chemicals. Plastic production leads to [4.5% of greenhouse gas emissions](#) globally. Plastic Production also leads to pollution in our [waterways and oceans](#)--and ultimately harms marine life. Additionally, when you throw out your kitchen sponge, it doesn't biodegrade like other items made from natural materials like cotton towels do. Instead, it ends up in landfills where it takes hundreds of years for it to decompose!

Washable Kitchen Sponges are a great way to reduce the amount of plastic you use. [Marley's Monsters Washable Sponges](#) are the perfect replacement for disposable sponges. Not only do they look great, but they're also eco-friendly and super easy to use! They're also stronger than disposable sponges, which means they last much, much longer than disposable ones.

This means less energy consumption and less waste--and that's a win-win! Plus, reusable sponges mean you can buy less at the store, which means less time spent shopping for things you don't need. And who doesn't want more free time?

With Washable Kitchen Sponges, you can up your handwashing dish game. Why? Dishwashers are a waste of energy. They use a lot more water than handwashing and therefore contribute to the depletion of freshwater resources. The electricity they consume is also produced using fossil fuels, which contributes to climate change. And dishwashers are not that much more convenient than handwashing. In fact, it may be faster and easier to handwash your dishes! The fact that dishwashers don't get dishes clean is one of the biggest problems with them. If you don't rinse your dishes before putting them in the dishwasher, you're just wasting energy and water to run an ineffective machine.

Handwashing is a great way to ensure your dishes are clean--and it's also faster than using a machine! If you want to save time while doing something good for the environment (and yourself), handwash those dishes instead of putting them through an energy-consuming cycle in your kitchen appliance.

Annual Carbon Impact:

Driving to the Grocery Store Weekly: [101 tons CO2/year](#)

Sponge Production per family: [129 lbs/year](#)

Using a Dishwasher: [1554.9 lbs/year](#)

Buy Well-Made Items:

Buying **eco-friendly products** is a great way to reduce your impact on the environment, but it's important to remember that buying fewer things, in general, is even better.

Americans have become addicted to consumerism. Americans waste [.32 Tons of carbon](#) with miscellaneous expenses--not to mention the wasted money!

Eco-friendly goods are meant to prevent excessive consumerism, which has been shown to use up a lot of resources and cause waste. No waste products are the best way to think about buying--you want to have nothing go to a landfill.

Marley's Monsters doesn't make things that are wasted. We believe that the best way to reduce our environmental impact is by making things that don't need to be replaced and doing so in a way that's sustainable.

Marley's Monsters believes in making things that last. Marley's Monsters doesn't want you to have to replace our products for years, and when you do, we want them to be recyclable or as compostable as possible while still maintaining longevity. That way, when it's time for them to go, they'll go back into the earth instead of clogging up a landfill.

Annual Carbon Impact:

Driving to Stores Weekly: [101 tons CO2/year](#)

Miscellaneous Purchases: [32 Tons of carbon](#)

5 Mays to make Valentine's Day More Sustainable

Valentine's Day is an excellent time of year to celebrate with your loved ones. But, you don't have to sacrifice a sustainable lifestyle while celebrating your beloved. There are plenty of ways to make the most of this special day without hurting the environment! Here are some ideas for how you can go about doing so:

1. Cook dinner for your loved one using local ingredients

This year, make a resolution to cook dinner for your loved one using local ingredients.

Cooking with local produce not only helps the environment by reducing carbon emissions from transporting food, but it also allows you to show your loved ones how much you care about their health and well-being. By buying locally-grown produce, you can ensure that the food you're serving is grown in a way that respects the land and protects wildlife habitat—and it tastes great too!

It will take some effort to make this kind of change—but it's worth doing if you want to impress your partner or parents with how much you care about them. You'll feel good knowing that your efforts are making a difference in their lives too!

Don't be afraid to use your fine dishes—they're meant for special occasions! And don't forget flowers and candles; they'll help set a romantic mood for your meal.

Linen is the perfect fabric to set your table with. [Marley's Monsters Linen Napkins](#) come in a variety of appealing colors. They're durable, easy to clean, and don't get as wrinkled as other linens on the market. Plus, [Marley's Monsters Linen Napkins](#) can help you save money by not having to buy paper products over and over again.

2. Buy from Sustainable Companies

When you're shopping, it's essential to make sure that you're buying from companies that are eco-friendly. They source materials ethically, they produce items that are meant to last, and they don't buy things that wear out easily.

When you shop with [Marley's Monsters](#), you can rest assured that your purchases are helping the environment in a way that doesn't hurt anyone else and are made in the USA, which helps our local economy. We've worked hard to find ways to bring our customers high-quality products at an affordable price while also doing what we can to preserve our planet for future generations.

3. Don't use paper wrapping paper

Gift-wrapping paper is one of the most wasteful things you can buy. It's expensive, it's hard to recycle, and it's made from trees that could be used for food or medicine instead. If every American wrapped three fewer gifts a year, we'd save [45,000 football fields](#) worth of paper.

That's why we're asking you to rethink your wrapping paper this year. Instead of paper, try using a reusable fabric bag or a piece of old clothing to carry your gifts in—you'll be surprised by how many people will love it! [Marley's Monsters Reusable Gift Wrap](#) includes 3 Reusable Gift Wraps in a variety of coordinating colors/prints. Each wrap has generous lengths of twill tape anchored in the

center for endless presentations. These durable flannel gift wraps can be used for many years without the guilt of tossing wrapping paper.

4. Make your own valentine

Do you know what's special? The best Valentine's Day gift is one that you make yourself. When you get a handmade card or letter in the mail. It shows that the person you're sending it to put thought and effort into the gesture, and they want to tell YOU how much they care about YOU specifically.

The next time you're looking for a way to show your sweetheart how much you care about them, consider making their own valentine instead of buying one at the store. You can be sure that your sweetheart will appreciate the effort you put into it!

5. Plan an experience

I'm sure you've heard just how important it is to spend time with the people you love. Valentine's is a great moment to celebrate an experience with your loved one.

Find a place you can experience for free. Art museums are also great places to talk about your shared interests and learn new things about each other. Whether you're up for a strenuous climb or a leisurely stroll through nature, this is the perfect opportunity to bond over nature-related activities.

Or, turn your home into a movie theater or a spa. You can set up a pampering afternoon to help the person you love leave both of you feeling refreshed and rejuvenated. ([Marley's Monsters Facial Rounds](#) will make sure this home spa is sustainable.)

Conclusion

We hope these ideas have given you something to think about this Valentine's Day. It's important to remember that making sustainable choices is a process, not an overnight fix. Take time to learn more about your favorite brands and their impact on the environment, and make sure your loved ones know how much you care about their well-being too.

Blog Post: Make Sustainability Your New Year's Resolution

With the onslaught of news articles and blog posts, you might find adopting a sustainable lifestyle intimidating. Where do you start? What makes the most impact? What are the biggest challenges? We'll break down some doable steps to help you go green in 2023.

First, and foremost, we want to help you go green in a doable way. Here are 3 easy ways to help you find joy in being more environmentally friendly:

Understand Yourself

New Year's Resolutions are notoriously difficult to maintain. People often make plans without being realistic about their behaviors. How can you make changes that stick? Start by thinking critically about your lifestyle.

Pick one part of your life to start. Look for something you do regularly, like making coffee or brushing teeth. Think out your behaviors and look for switches. For example, do you order takeout for lunch too often? That's a habit that's expensive and unsustainable—a waste of money and take-out containers. Grab a sheet of paper to make a list. Write down your goal—packing lunch in reusable containers. Then, think out the blockers to get this goal started. Do you have the tools you need to pack your lunch? Marley's Monsters have containers, wraps, and lunch bags to help you on this path. Do you have the groceries you need to make lunch? Are you a morning person? In other words, find a way you can make this change doable.

You might find you're the type of person who needs to prep all your lunches on Sunday afternoon. Marley's Monsters Bowl Covers help keep those prepped foods fresh in the refrigerator. You might instead want to make your lunches first thing in the morning while you listen to the news. Choose the path of least resistance so that you succeed in making this change. After finding joy in your successful sustainable swap, you will have the confidence to make bigger changes.

Teach Yourself to Make Good Habits

In [*The Power of Habit*, Charles Duhigg](#) highlights how routines are developed through feedback loops. Changing habits requires understanding the triggers of the original habit to set up new behaviors. For example, you might not have a clear routine around grocery shopping. As a result, you've settled into a habit of using the plastic bags the store provides. The path to sustainability requires understanding where your everyday habits lead to unsustainable choices and then looking for solutions. You could stock

your trunk with reusable bags, like Marley's Monsters Tote Bag: Recycled Cotton Canvas Tote Bags.

Duhigg also talks about the idea of habit stacking. Once you adopt one good behavior, the momentum can propel you to adopt related habits. After you cut the need for plastic bags out of grocery shopping, you can start thinking about your purchase behaviors. You can build into your week a moment to check your fridge and write a list. This will help you decrease food waste. With the tote bags you already have in the car, and your list in hand, shopping goes from a haphazard experience to a sustainable routine.

Shopping Responsibly can be Fun

Each American household generates an average [5.43 gigatons of carbon dioxide](#) equivalent emissions every year. Decreasing your carbon impact means being thoughtful about your purchases. Considered consumer choices help decrease your carbon impact. Do you need an extra tote bag? Do you need more shoes? Careful choices can also help you save money and the planet. Instead of small consumables, consider investing in higher-quality items. For example, Marley's Monsters Bowl Wraps might cost 5 times a roll of plastic wrap. But, after the initial investment, you have reusable covers that last for years. Plus, plastic in the form of cling film can take [about 450 years](#) to decompose. In the long run, the Marley's Monsters Bowl Covers save money and the planet.

Surrounding yourself with items that make you happy to help stave off the shopaholic bug. If you entertain regularly, attractive linens will elevate your parties and save you money on paper napkins. Some things are worth buying quality over quantity. If you are going to use something every day, it is worth investing in something that is well made and will last. This not only saves you money in the long run, but it also means you won't have to waste time and energy shopping for a replacement.

Conclusion

With the new year coming up, it's time to start thinking about your resolutions. There are plenty of ways to make sustainability a part of your life, and we've got a few ideas to get you started. Make a commitment to reduce your waste by understanding yourself and your habits. Grow good habits as you start replacing disposable items. In the end, you'll find yourself surrounding by items you love to use.

Blog Post: Go Green Gift-Giving, Made Easy

While the holidays have always seen a jump in consumer spending, studies have shown that American impulse buying has only continued to increase. In 2022, Americans were spending [\\$314](#) per month on impulse purchases, up from \$183 in

2020. The second-hand market is similarly increasing. [Secondhand stores](#) are swamped with cheap goods and fast fashion. Many items end up going to landfills here or in other countries. In other words, buying the trending gift isn't good for your wallet or the planet. Really, who needs another tchotchke or holiday sweater, anyway?

But gift-giving isn't a habit you need to give up. After all, [according to psychologists](#), gift-giving is related to the innate human need to connect to others. Meaningful gifts communicate the importance of your shared relationship. What's more significant than helping loved ones care for the planet?

Where do you start? Marley's Monsters has put together three bundles to jump-start anyone's sustainable lifestyle. Each kit tackles one aspect of everyday life: cooking and dining, beauty, and home. There's no need to figure out what to buy—Marley's Monsters has done it for you.

For the Entertainer, the Busy Mom, or the Foodie:

Cooking can be a necessity and a joy. Similarly, eating is not only a human need but also a chance to socialize. However, you tackle eating and entertaining, cleaning up is a given. How can you make this chore of life sustainable? Marley's Monsters [Sustainable Kitchen & Dining Starter](#) kit is a great place to start.

From big messes to small, [Marley's Monsters Rolled UNpaper® Towels](#) gets the job done great. These tried and true cotton flannel towels get even better after a few washes. While absorbency is key for any towel, their stylish patterns also make them easy on the eyes.

Dishes are just a fact of life. [Marley's Monsters Washable Sponge](#) makes this inevitable task more environmentally friendly. The sponge combines a terry cloth with a cotton flannel & mesh scrubby one. The interior foam is mildew resistant and washable. The stylish graphic pattern makes these a step above the old disposable sponge.

Finally, kitchen work isn't just chores. This bundle includes a [Telescoping Straw](#). Plastic straws are a disaster for our seas, and paper straws just don't do the job that well. This durable stainless steel straw will withstand years of sodas and glasses of milk. Attach it to your purse with the built-in carabiner and say "no" to single-use disposable straws wherever you go.

For the Working Woman, Fashionista, or Teen:

Looking good doesn't need to be bad for the environment. [Marley's Monsters Sustainable Bath and Beauty Starter Kit](#) help you kick the disposable habit without losing your look.

Make-up is an everyday essential for many people, but beauty culture is often associated with many disposable products. Have you ever counted how many disposable cotton rounds you go through in a month? You probably use them to remove your foundation, apply toner and serums, and to scrub off facial masks. That's a lot of rounds going in the trash! [Marley's Monsters Facial Rounds](#) are reusable and durable. They'll help you save waste and dollars. Plus, they're a great substitute for cotton balls.

[Marley's Monsters Cloth Wipes](#) are versatile. Soak them in a solution of equal parts witch hazel and water to make your own makeup wipes. You can also use them as tissues. They can be dipped in cold water to make a compress or in hot water to open your pores. Although they are perfectly used in your beauty routine, they can also be a substitute for baby wipes.

When you purchase fewer items, you can really invest in quality products. Wearing beautiful undergarments can be an affordable luxury. [Marley's Monsters Laundry Bag](#) can be used to corral all that lovely lingerie to give it a wash. The laundry bag is also useful when you're washing all your Marley's Monsters [facial rounds](#) and [cloth wipes](#).

For the Lifestyle Aficionado, Homebody, or Neatnik:

A healthy, clean home often feels hard to keep. Part of the frustration with keeping the house clean might come with the tools you're using. Disposable cleaning products are often flimsy and expensive. This is when durable, reliable products are particularly important. The [Marley's Monsters Home and Living Starter Kit](#) will keep your home in tip-top shape for years to come.

Much of household cleaning can be handled with two powerhouse tools from Marley's Monsters: [All Purpose Towels](#) and [Cleaning Cloths](#). [All Purpose Towels](#) are useful for everyday messes, from wiping down counters to drying dishes. The [Cleaning Cloth](#) has the power of a scrubber woven surface, which is ideal to use for more stubborn messes. The [Cleaning Cloth](#) can also be used as a mop head attachment.

Dusting can feel like just one more thing to add to the list, but it serves an important health purpose. [Dust related issues](#) like asthma and rhinitis have been rising for decades. [Marley's Monsters Washable Duster](#) helps you keep those dust mites in check. [Marley's Monsters Washable Duster](#) is made from multiple layers of flannel and ivory-color fleece. Plus unlike feather dusters, this one can be thrown in the wash.

With these bundles, anyone on your list can transform a part of their everyday life. They'll think of you while they take care of the planet. Plus you have the comfort of

knowing you've given quality presents to your loved ones. All in all, plenty of gifts worth giving.

Happy Holidays from Marley's Monsters!

Posted Blog Posts

Title: Four Reasons UNpaper® Towels are Better for the Environment

Publishing day: MM to decide

The ubiquitous paper towel is a big problem for the environment. Why? First, Americans consume paper towels in vast quantities. According to the [Paperless Project](#), in the U.S., we currently use more than 13 billion pounds of paper towels each year, and that number is steadily increasing. This means that every single day more than 3,000 tons of paper towels are wasted in the U.S. alone. Let's put that into perspective. 3,000 tons of paper towel waste is about seventeen-and-a-half times as heavy as a house, about thirty times heavier than a Blue Whale, and about 300 times heavier than a Tyrannosaurus rex!

Marley's Monsters [UNpaper® Towels](#) combat the host of environmental challenges surrounding paper towels. What are some of these challenges?

1. **Loss of Trees:** Each paper towel represents a huge waste of trees. It requires an astounding [17 trees to produce one ton \(roughly 2,000 rolls\)](#) of paper towels. If every household in the U.S. used just one less 70-sheet roll of paper towels, that would save 544,000 trees each year. That number is equivalent to about 5% of the tree population in the state of Oregon! Trees are important for our environment, preventing soil erosion and sustaining many living species. Think of the trees that could be saved if everyone switched to reusable Unpaper® Towels.

2. **Water Waste:** [Twenty thousand gallons of water](#) are required to make one ton or 2,000 rolls of paper towels. The majority of water waste from manufacturing is dumped back into our waterways, representing a threat to our health and environment.
3. **Can't be Recycled:** Paper Towels can't be recycled, so they become part of landfills. Americans produce about [7.4 billion pounds of paper towel waste](#) annually. This represents the third largest category of waste in landfills, after food waste and plastic waste. Not only do paper towels use valuable landfill space, but they also release methane gas, one of the leading factors in climate change. Trees can combat climate change if they aren't cut down.
4. **Carbon Footprint:** Overall, paper towel use has a huge carbon footprint. The overall life cycle of paper towels, from cutting down trees to sending dirty towels to landfills, releases millions of tons of carbon dioxide into our atmosphere. Overall the paper pulp industry, which includes paper towel production, counts for [0.5%](#) of the United States' carbon dioxide emissions.

Marley's Monsters is the home of the [UNpaper® Towel](#), our version of a Reusable Paper Towel, designed to reduce waste, cut costs, and also fit your unique personality and style. Our [UNpaper® Towels](#) are the perfect thickness to replace traditional paper towels. They are made from 100% Cotton Flannel, and become more absorbent, gain texture, and cling to themselves more easily with every wash. Our UNpaper® Towels are designed to last for years with proper care and get better with age.

Since they are not single-use, [UNpaper® Towels](#) have a lower carbon footprint than disposable towels. The [water wasted](#) in the making of paper towels is vastly greater

than the water used to clean [UNpaper® Towels](#). Over the lifespan of your [UNpaper® Towels](#), you save thousands of trees and millions of gallons of water. When they come to the end of their useful life, [UNpaper® Towels](#) won't clog up landfills. After years of use, the thread can be removed, and the fabric can be composted.

If we all take the challenge to eliminate single-use paper with an alternative, reusable, natural fiber cloth product, like [UNpaper® Towels](#), the planet will be in a better shape than where we started. #ThinkReusable, we still have time to change our future.

Read more about our [UNpaper® Towels](#).

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