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## Motorola launches MOTO W233 Renew

CES 2009: Carbon neutral phone made from recycled water bottles

by Amy-Mae Elliott published on 6 January 2009

Motorola has announced the launch of a mobile phone that it says "will make social responsibility even more accessible to people everywhere".

The phone in question is the MOTO W233 Renew, the world's first mobile phone made using plastics comprised of recycled water bottles.

Motorola says the W233 Renew "delivers the quality you expect from a Motorola device while empowering you to reduce your carbon footprint".

The plastic housing of Renew is made from plastics comprised of recycled water bottles and is 100% recyclable, and it is also the world's first carbon neutral phone.

Through an alliance with Carbonfund.org, Motorola offsets the carbon dioxide required to manufacture, distribute and operate the phone through investments in renewable energy sources and reforestation.

In addition, the Renew's packaging has been reduced by 22% and the box and all of the materials inside are printed on 100% post-consumer recycled paper.

As well as this a postage-paid recycled envelope in the box makes it easy to post a previous mobile phone for recycling at no cost.

Specs-wise, the phone boasts nine hours of talk time, CrystalTalk technology and messaging capabilities.

The MOTO W233 Renew will be available from T-Mobile USA in Q1 2009.

