



PRICE  
OF BATH

UK Ball Manufacturer Since 1936

# PHOENIX – MADE TO BE 100% RECYCLED

THE FIRST  
PLANET-FRIENDLY TENNIS BALL



# THE PROBLEM AND PRICE'S SUSTAINABLE SOLUTION - PHOENIX

- ▶ With more than 1 billion active participants globally tennis remains one of our most loved sports. With such a large market, it is not surprising that more than 320 million tennis balls are sold every year. So, what happens to those balls when they are discarded? The sad reality is that the overwhelming majority end up in landfill or worse. Despite being 'natural', once discarded the shocking truth is that rubber takes longer than almost any other commonly used product to decompose, if at all. As we know, this has a terrible impact on the planet.
- ▶ Price's aim is to keep tennis balls out of landfill and in circulation forever.
- ▶ The Phoenix tennis ball provides the performance of a tournament tennis ball with the added peace of mind of knowing that the whole of our tennis balls once worn out will go into making new ones - nothing is wasted.
- ▶ We are the first manufacturer to recycle the whole ball, from the woven cloth on the outside to the rubber inner ball - it is all recycled into another ball.







The recycled ball with  
uncompromised performance



  
*phoenix*  
PLAY • RECYCLE • REPEAT



# Join us on our sustainable journey

## *play*

Buy your Phoenix tennis balls with the return packaging included and play to your heart's content

SHOP NOW

## *recycle*

Print off your returns label, pop your Phoenix balls in the recycled packaging and return to us

RETURN

## *repeat*

Sign up to our Phoenix subscription service and get balls delivered to your door as often as you need them

SUBSCRIBE



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