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After You Recycle: WM Uses Stop-Motion to Show What Materials Become

The video series explores how everyday materials are transformed into new products—one frame at a time

[Recycling](#)

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Behind-the-scenes footage from the creation of WM's stop-motion recycling series.

A plastic bottle, an aluminum can, a cardboard box—what happens after recycling isn't always clear.

According to [WM's 2025 Recycling Report](#), many Americans are unsure what happens to materials after collection.

To help make the recycling process more visible, WM is using stop-motion animation to show what discarded materials can become. In a series of short videos created in collaboration with artist Emily Puente of Huddl Studio, everyday recyclable items are transformed—frame by frame—into the new products that they can become.

“Stop motion adds a magic touch to any story. It takes real-world objects and transforms them into something new, making it a natural fit for telling the story of recycling,” Puente said. “It can show a process in a way that’s both engaging and memorable.”

“We know people want to recycle more, but they don’t always see what happens next,” said Brent Bell, WM vice president of recycling. “This helps make that process more visible so people can better understand how materials can be reused.”

What recycled materials can become

Each video begins with a familiar item—a plastic bottle, an aluminum can or a cardboard box—and follows its transformation into a new product.

While stylized for creative impact, the sequences reflect potential real-world recycling outcomes, showing how recyclable materials are collected, processed and can be remade into usable goods.

► Watch the stop-motion series on WM’s social channels, including [LinkedIn](#), [Instagram](#), [Facebook](#), [X](#) and [TikTok](#), and follow us for more stories about how materials get a second life.

Want to learn more about what you can and cannot recycle?

→ Check out WM’s [Recycle Right®](#)

<https://mediaroom.wm.com/After-You-Recycle-WM-Uses-Stop-Motion-to-Show-What-Materials-Become>