

Becoming 100% circular

The vast majority of today's production models are linear and rely on a finite supply of natural resources. This is unsustainable for the long-term future of our planet, and therefore for the future of our business.



To become 100% circular we are focusing on five key stages within our value chain that are applicable to both commercial and non-commercial products:

- A. Design
- B. Material Choice
- C. Production processes
- D. Product use
- E. Product reuse & recycling

