

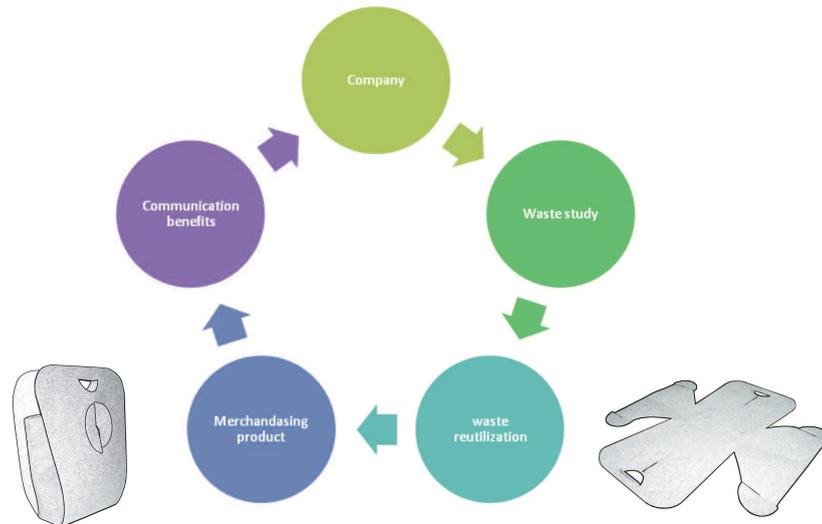
# MedClean Propre Limpio


**No. 105**
**Example of waste reutilization applying ecodesign**

## Transformation of fitted carpet from fairs to a promotional object

<b>Company</b>	SNRTM S.L (Sonrieteme) works with companies that need to manage a big amount of fitted carpet from fairs and wants to give this need an image of marketing or merchandising with the aspect of bag or promotional objects.
<b>Industrial sector</b>	Waste reutilization
<b>Environmental considerations</b>	<p>Nowadays the companies that organize fairs, meetings or big events are fighting with the huge quantity of waste that those activities generate.</p> <p>There's just a little part of this waste that is responsibility of the people that participate at the events, that main goal must to be fitted by the company's organizer. It's difficult to reduce this waste due to the specification of some of the fair and the great amount of people that visit these events. This means that the reutilization to the same proposal (to be at visitant feet) is difficult. So the organizers need to generate continuously new formats and supports for each event.</p>
<b>Background</b>	<p>The company decides to perform a waste qualitative analysis to identify those that have a larger environmental impact. This study was carry out by SoNRieTeMe, a specialist in study and manage different waste types redirecting them to merchandising.</p> <p>This study was defined by the following goals:</p> <ul style="list-style-type: none"> <li>- Find the larger environmental impact waste (by volume, generation quantity, atmosphere emissions or management) and that at the same time allows a big quantity of promotional units.</li> <li>- Create an advertising campaign guided to positive recycling values.</li> <li>- Involving the events participants and visitors to reduce waste generation.</li> </ul>
<b>Summary of actions</b>	<p>The action focuses on fitted carpet reutilization:</p> <ul style="list-style-type: none"> <li>- It has been avoid the deposit of the fitted carpet in landfill. This minimized also CO2 emission from transport to landfills.</li> <li>- It has been avoid the landfill wasted fitted carpet management. Now the carpet goes directly to the manipulation center that is placed near the generation point. This carpet is cleaned with ecological friendly products.</li> <li>- It has been introduced a social compound because this process is made by people from penitentiary centers.</li> <li>- All the pieces from fitted carpet (even the small pieces from the first reutilization process) are used in the main product or in other merchandising products.</li> </ul>

- With this bag design it's achieved to move from waste to a mood object company can use as environment positive promotional one.



This kind of waste studies brings a waste self management in a productive, new and environmental friendly way. This is the conversion of a waste management problem in an added value (merchandising) opportunity.

## Balances

	No reutilization	With reutilization
<b>Waste management costs</b>		
Fitted carpet waste	450.000 m2	450.000 m2
Landfill taxes	15.500€	0€
Transport costs	10.000€	4.000€
Carpet cleaning	0€	4.000€
Others costs (personnel, etc)	0€	10.000€
<b>Total costs management</b>	<b>25.500€</b>	<b>18.000€</b>
<b>Promotional campaign</b>		
Promotional object buy	2€(external gift)	1,5€(carpet bag)
100.000 units	200.000€	150.000€
Payback period		Immediate

## Conclusions

The final product, the promotional bag, made with fitted carpet consists in a product transformed in a service. Its main target is to help people to understand and make up the environmental concerns during the whole live cycle, making them compatible with the economic activity.

