

SUSTAINABILITY.

01

REUSE.

Using materials more than once in their original form instead of throwing them away after each use. Reuse keeps new resources from being used for a while longer, and old resources from entering the waste stream.

Our most important goal is to extend the life of aircraft seats and interiors.

Through cleaning, repairing and recertification of these products they are given an additional life cycle.

<https://www.wildlifehc.org/an-introduction-to-the-three-rs-of-sustainability/>



01 | REUSE

**WE ARE GIVING
PASSENGER SEATS
A SECOND LIFE.**



01 | CASE STUDY



**REFURBISHMENT
CERTIFY**

COMPLETE ASSEMBLIES & INTERIORS



**PART OUT
CERTIFY**

SPARE PARTS



EXTEND LIFE SPAN

01 | REUSE





**“If you can not reduce
then reuse.”**

Ecomalist

02

UPCYCLING.

In upcycling, waste products or (seemingly) useless materials are transformed into products of new value.

- Upcycling conserves natural resources.
- Cost savings & new marketing opportunities are further advantages.
- Reduce CO² emissions.

<https://de.wikipedia.org/wiki/Upcycling>



02 | UPCYCLING

B2L

**WE SAVED MORE THAN
450 TONS OF CO²
WITH OUR WORK.**



02 | CASE STUDY



**LIVE VESTS
EXPIRED**

OUT OF DATE



UNIQUE BAG

BAG TO LIFE

BECOMES A NEW LIFE

WE USE 98 % MATERIAL OF A LIVE VEST.

02 | UPCYCLING

B2L



jettainer



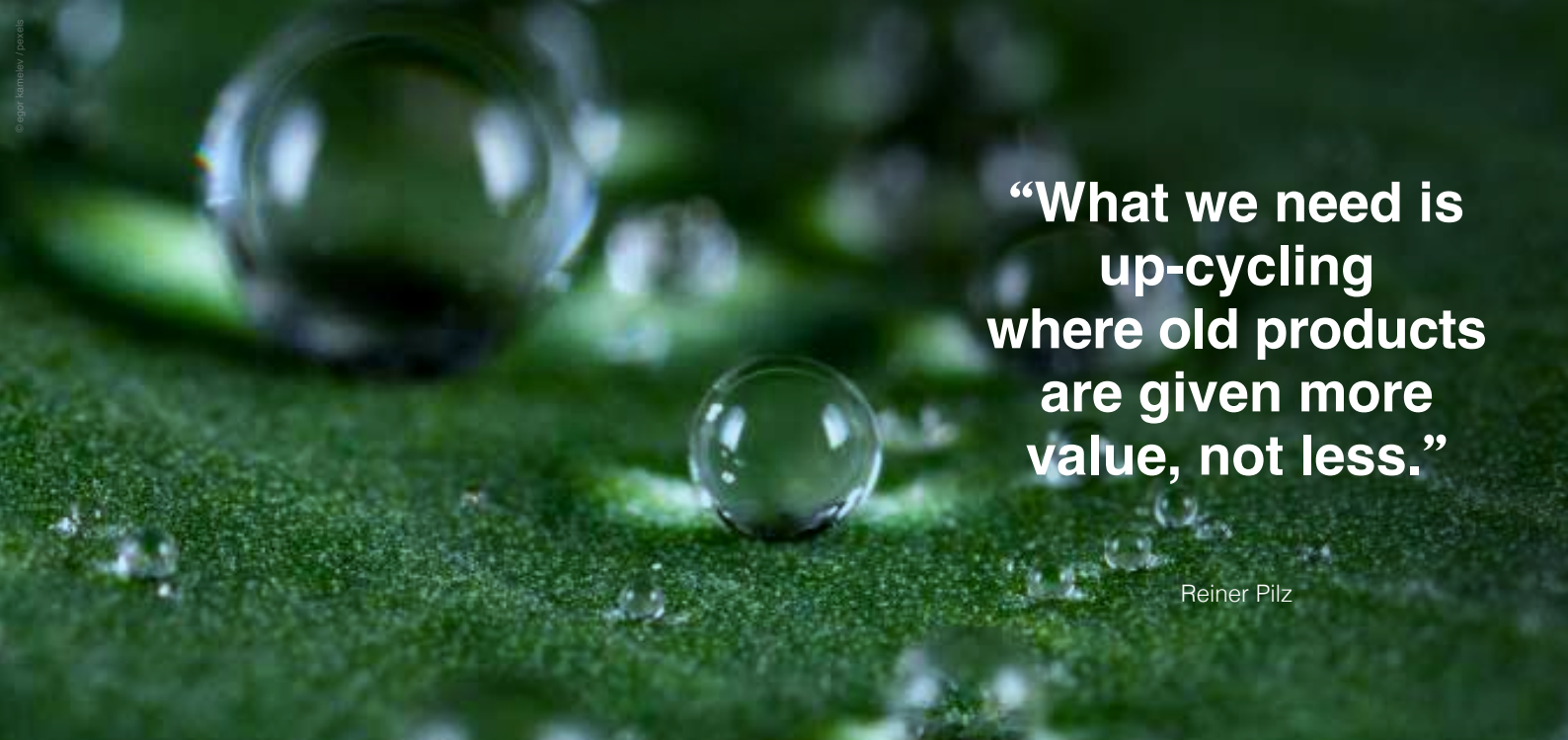
OTTO

EFW
A company of ST Engineering and Airbus



Product examples





**“What we need is
up-cycling
where old products
are given more
value, not less.”**

Reiner Pilz

03

RECYCLING.

Converting waste materials into new products, changing them from their original form by physical and chemical processes. Although recycling uses energy, it helps to prevent new resources from being used and old materials from entering the waste stream.

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03 | RECYCLING

**USING A SCRAPPING PROCESS
RESULTING IN A MAXIMUM RECYCLING RATE
FOR END OF LIFE MATERIALS.**

03 | CASE STUDY



WASTE
USELESS


RECYCLING / WASTE RECOVERY



MATERIAL
NEW PRODUCTS

SECONDARY RAW MATERIALS

REPROCESSING DISCARDED RECYCLABLES.

A hand is shown at the bottom, releasing a clear plastic bottle into the air. The bottle is captured mid-fall, with a slight motion blur, against a solid green background. The lighting creates soft shadows on the surface below.

**“When you throw
it away there is no
away.”**

Anya Hindmarch

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