

## *Chain Collaboration*

### THE CIRCULAR MODEL

#### **Introduction**

NO-EM is taking a groundbreaking leap toward a fully circular economy in the furniture industry – with a sharp focus on modular and sustainable (office) chairs. The mission: to drastically reduce environmental impact by designing products that last forever, using the maximum achievable percentage of recycled materials.

#### **Core Concept**

At the heart of it all: seating as a service. The physical product – a modular seating platform – is just the medium. When the service ends, the chair can be disassembled, with its parts reused or recycled. Waste is minimized. Lifespan maximized.

#### **A Unique Approach**

What makes NO-EM different? A truly integrated take on circularity. Every link in the chain – from design to end-user – stays involved and shares responsibility across the product's entire life cycle. Designers earn royalties over time. Manufacturers retain ownership of materials. Marketing teams lead the storytelling. It's a model built on ongoing commitment – by everyone.

#### **Market Position**

In a market still ruled by linear thinking, NO-EM offers a forward-thinking alternative. One that doesn't just challenge the status quo – it helps build a better future. Through collaboration, innovation and shared responsibility, NO-EM is setting the standard for circular furniture production and consumption.

### **TYPES OF COLLABORATIONS**

This project is the result of a collaboration between several expert partners:

#### **Design:**

Robert Bronwasser design

#### **Manufacturer:**

Bock

#### **Marketing & Communication:**

Oppepper

#### **Logistics & Service:**

706 Online

#### **LCA Data Analysis:**

Ecochain

#### **Offered by:**

NO-EM

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### PARTNERSHIP OVERVIEW

#### Design: Robert Bronwasser Design

- **Role:** Responsible for designing the modular (office) chairs. The design emphasizes comfort, aesthetics, and functionality – using the maximum achievable percentage of recycled materials and ensuring full modularity.
- **[Contribution:]** Creëert ontwerpen die aanpasbaar zijn over de tijd en die voldoen aan de circulaire principes van NO-EM.]

#### Manufacturer: Bock

- **Role:** Produces the chairs, services, and components based on the designs by Robert Bronwasser Design.
- **Contribution:** Delivers high-quality, durable products designed for longevity and easy disassembly – ready for reuse or eventual recycling.

#### Marketing & Communication: Oppepper

- **Role:** Leads the communication and marketing efforts for the NO-EM concept.
- **Contribution:** Develops and implements strategies to promote the modular seating model and convey the benefits of circularity to a broad audience.

#### Logistics & Service: 706 Online

- **Role:** Manages the logistical and service-related aspects of the project.
- **Contribution:** Ensures efficient distribution and maintenance of the chairs – including pickup and disassembly at the end of the service period.

#### LCA Data Analysis: Ecochain

- **Role:** Performs lifecycle analyses (LCA) to evaluate the environmental impact of the chairs and production process.
- **Contribution:** Provides insights and data to improve environmental performance and support NO-EM's circular goals.

#### Offered by: NO-EM

- **Role:** Oversees the entire project and coordinates all involved partners.
- **Contribution:** Offers the modular seating platform as a service and ensures circular principles are upheld throughout the full product lifecycle.

[Deze samenwerking tussen verschillende gespecialiseerde partijen zorgt ervoor dat elk aspect van het circulaire model van NO-EM wordt geoptimaliseerd, van ontwerp en productie tot marketing en logistiek. Dit geïntegreerde aanpakmodel is essentieel voor het succes en de duurzaamheid van het project.]