



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.]