



Royal Auping

Essential Bed Case Study



Royal Auping

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Product

AUPING ESSENTIAL

Type of project:
The AUPING ESSENTIAL double bed (in the colour coral red) is Cradle to Cradle Certified™ at Bronze level.

Time frame:
October 2016 – June 2017

The certificate is valid until June 2019.



PRODUCT AND SERVICE DESCRIPTION

Contemporary and sustainable design

With its slender lines and slightly curved headboard, the Auping Essential is a bed for true design-lovers. Thanks to its wide range of colour and style options, this contemporary bed model, which was created by the Berlin designer duo Köhler & Wilms, suits every bedroom.

A lot of thought went into this design, so that you can enjoy it for years to come. The design is highly sustainable thanks to the use of materials like FSC certified wood, as well as steel and aluminium, which are 100% recyclable. You can sleep easier knowing that your bed is not only going to give you a good night's sleep, but is also better for the environment. In combination with an Auping meshbase and mattress, it guarantees an extremely comfortable bed.

Technosphere:

The product was designed for disassembly and recyclability, furthermore recycled content was an important aspect in the material selection.

The modular design of the product makes it easy to repair, refurbish or remanufacture. In addition to this, the materials applied are fit for recycling, so they can be used over and over again.



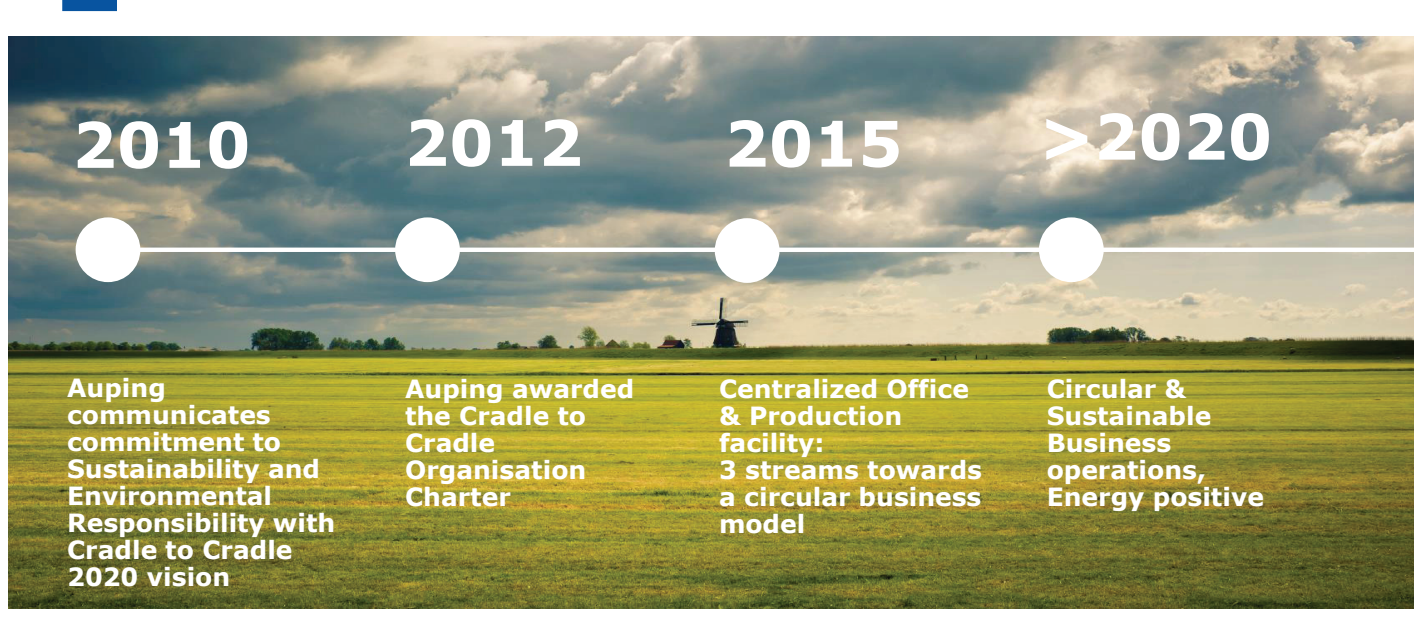
Biosphere:

All parts of this product are made for safe use as technical nutrients.



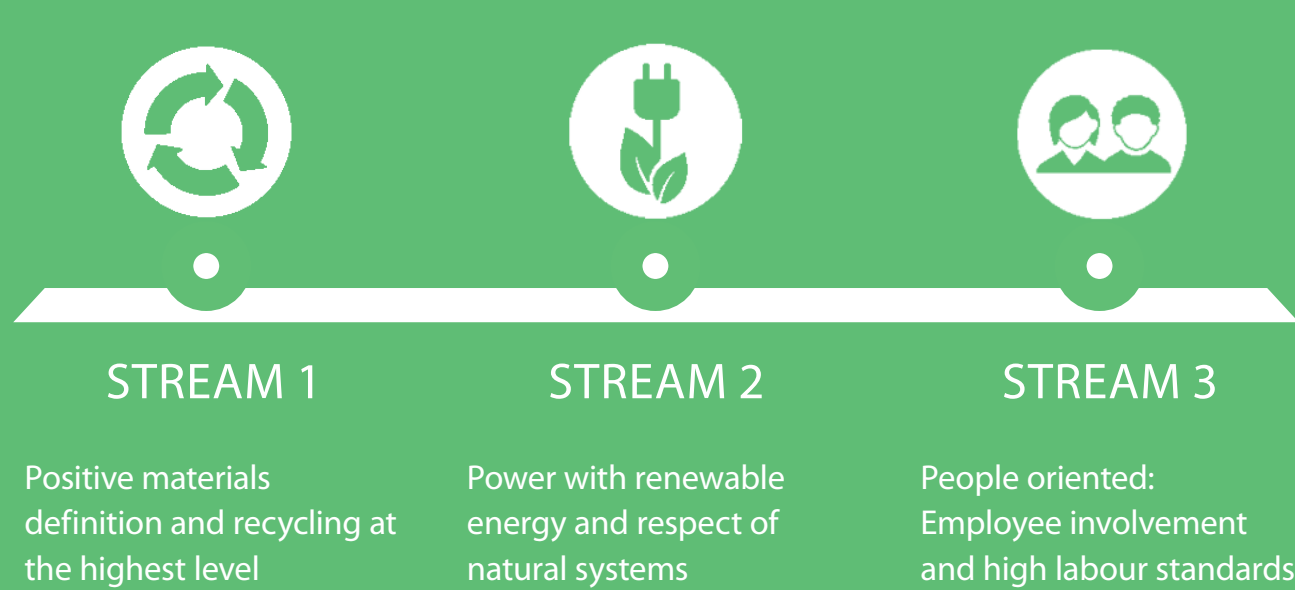
AUPING C2C ROADMAP

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CORPORATE STRATEGY

Auping is working towards becoming a circular company by 2020. To achieve this ambition, Auping has defined three strategic transition streams:



POSITIVE IMPACTS

Water Stewardship	Material Health	Material Reutilization	Renewable Energy	Social Fairness
Auping has a strong policy of water management. For example a closed-loop water processes is used in production facilities. A grey water system to flush the toilets was implemented and an open pavement allows rainwater to go into the groundwater.	Together with EPEA and the suppliers Auping has done extensive work on information gathering to promote transparency in the supply chain, and assessment of the used materials which enables Auping to further improve on Material Health aspects.	The Essential is optimized for reuse and recycling. In total the recyclable content is near 98%, furthermore 80% of the wood used is FSC certified and makes up 29% of the total bed.	Auping currently runs on 80% renewable energy in total. Purchased electricity is already 100% renewable. Auping generates geothermal energy and biomass energy on-site and purchases wind power. The installation of solar panels is planned.	Auping believes in the value of employee involvement and has high labour standards. The UN Global Compact Charter and the European Social Charter and the European Social Charter were signed. A code of conduct has been implemented, a supplier monitoring system is under development.



“EPEA is a key partner for Auping in achieving our goal of becoming a circular company by 2020.”

Geert Doorlag, Product Development

