

## WOOD: THE SOUL OF THE KITCHEN



Collected and edited by Prof. Frank Sander © 2011

A project co-funded by the European Union and the German Federal Ministry for Economic Cooperation and Development



A project implemented by:



Why is the company a model for sustainable innovation?

Following aspects determine how things are done

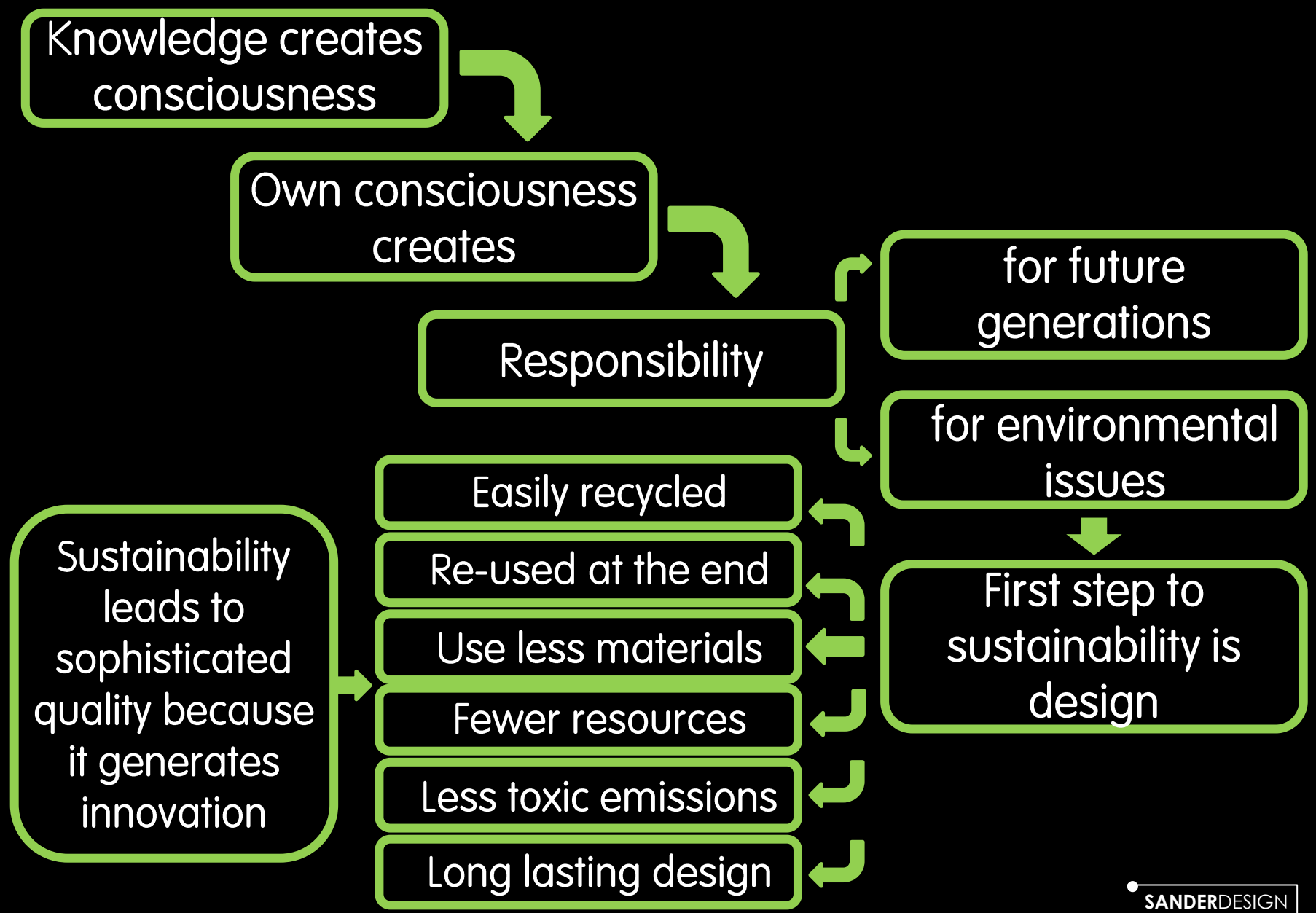
GABRIELE CENTAZZO



**Intentions**

**Approach**

**Guidelines**



The false myth



Green manufacturing operates on a market that thirsts for sustainability

Statistics say that consumers will pay 10% more for green products

This market still does not exist

It is wrong – it is the intention

Environmental considerations come in last

**The competitive advantage with real sustainability is the research you conduct**

**Success is more connected to innovation than to sustainability**

What are the advantages for a manufacturer of green products?



Manufacturers have a new social responsibility to publish their standpoint



How to communicate the ecological quality of your products?

**Advertising**

**Conferences**

**Projects with students**

Have we transmitted some seed of consciousness



BIOFOREST is the 1<sup>st</sup> environmental association of industrialists



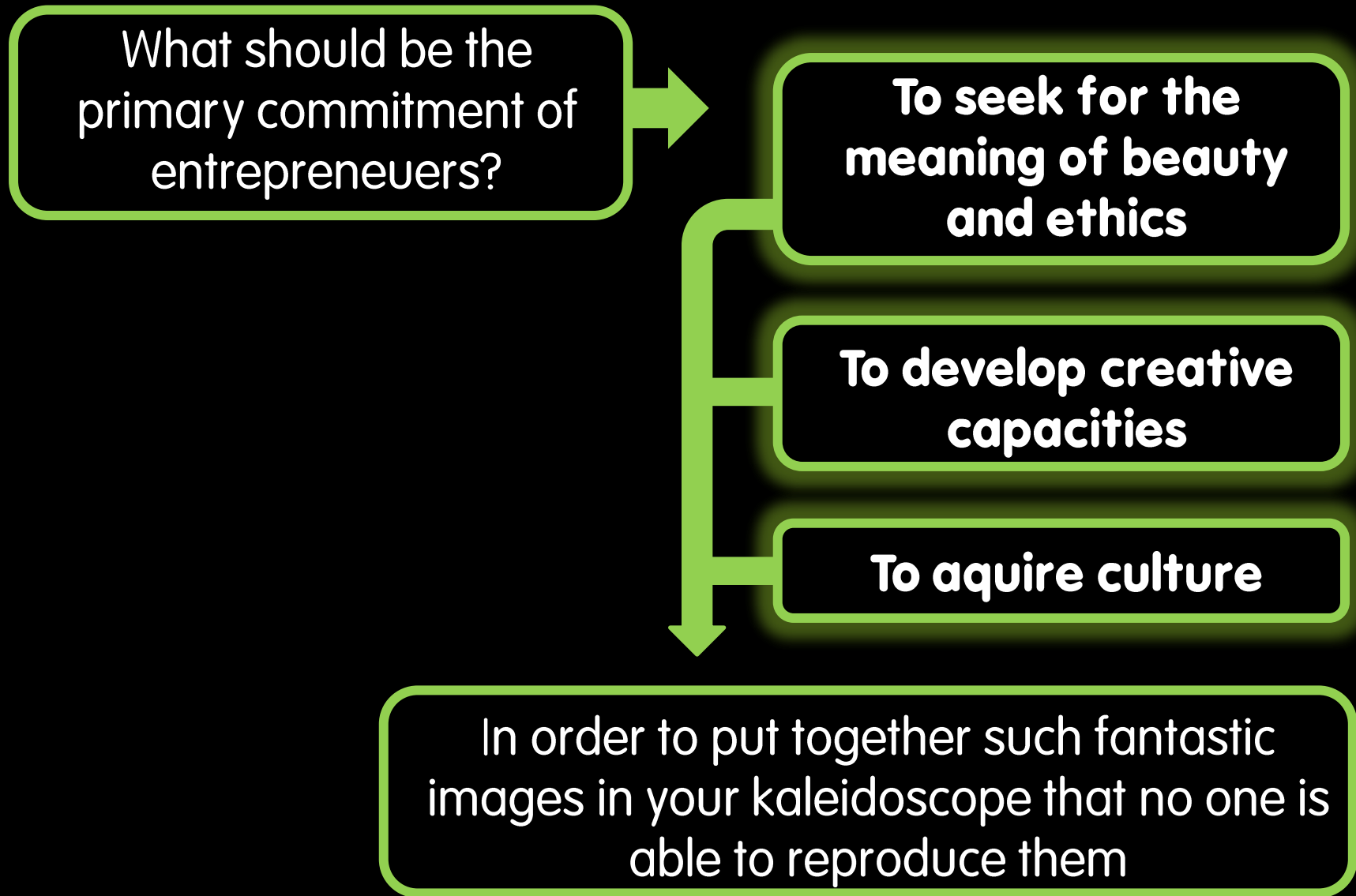
Industry has accumulated a dept with nature over the years which our children will inherit it. BIOFOREST allows to balance the dept with



**Reforestration**

**Conservation of primary forests**

**School programmes**

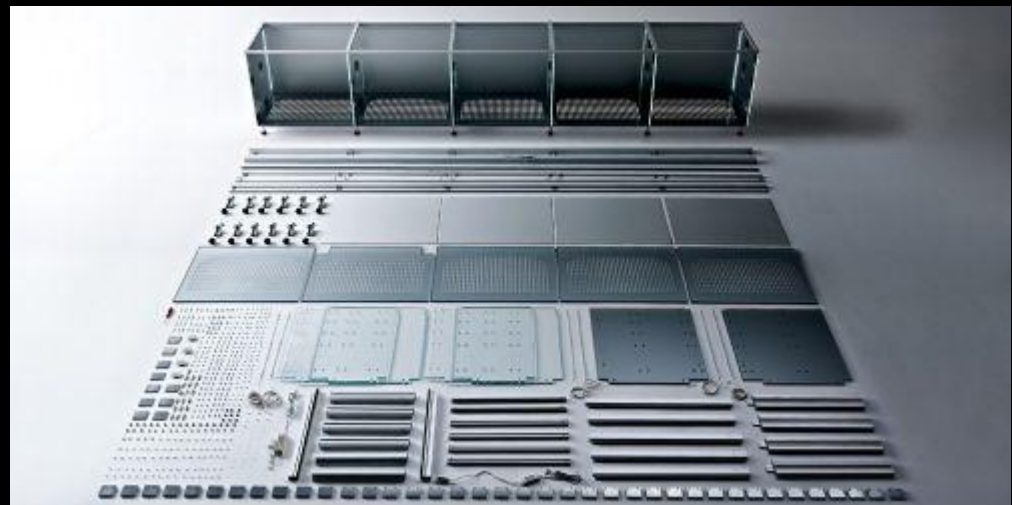


# SUSTAINABILITY IN ENTERPRISES. VALCUCINE Invitrum Kitchen



From **Valcucine**, video that illustrates to what extent their Invitrum kitchen is sustainably built (surprising!). Valcucine has been nominated to be part of the **ADI Index 2010**, being selected means that products have to live up to high standards for design elements such as ergonomics, environment, materials, innovation and technologies.

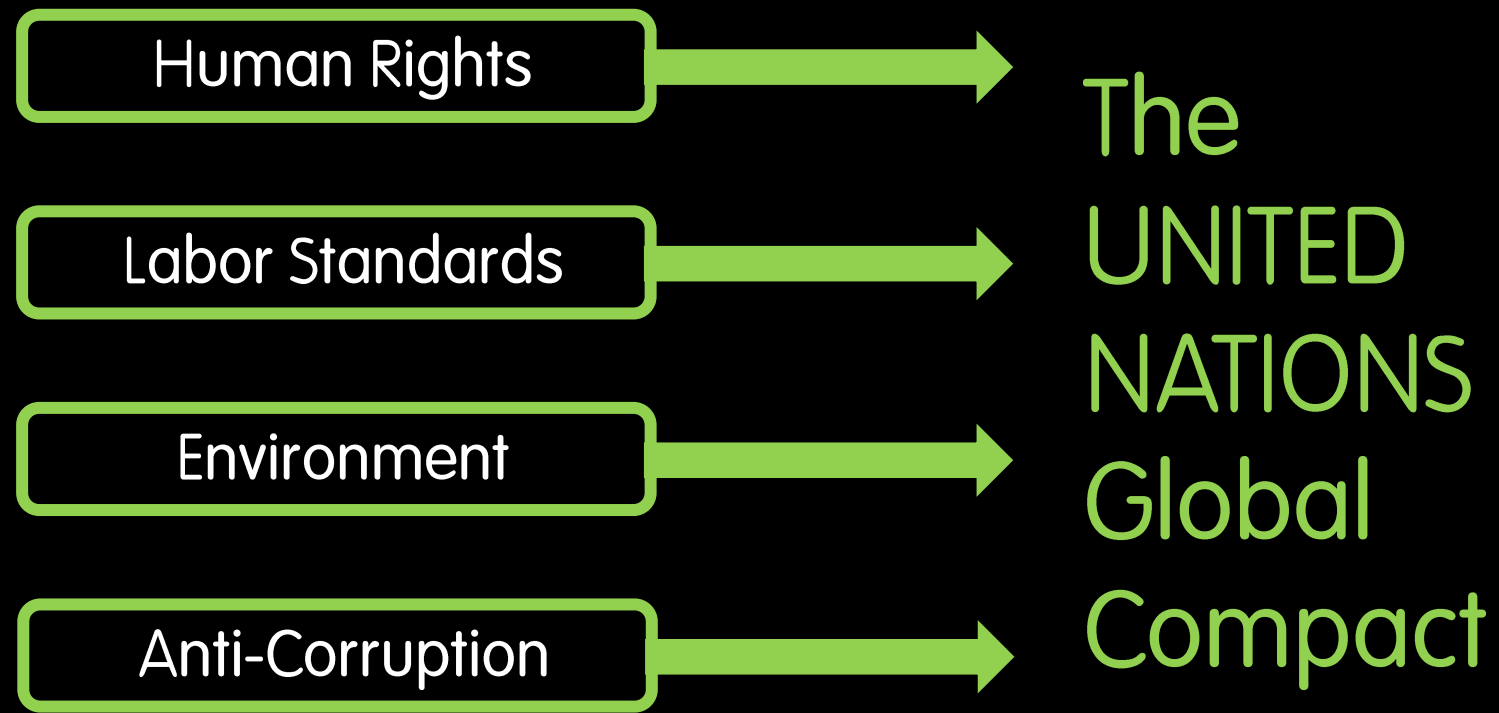
Video: Invitrum Kitchen by Valcucine by [Harry](#) / December 13, 2010  
<http://mocoloco.com/fresh2/2010/12/13/invitrum-kitchen-by-valcucine.php#>

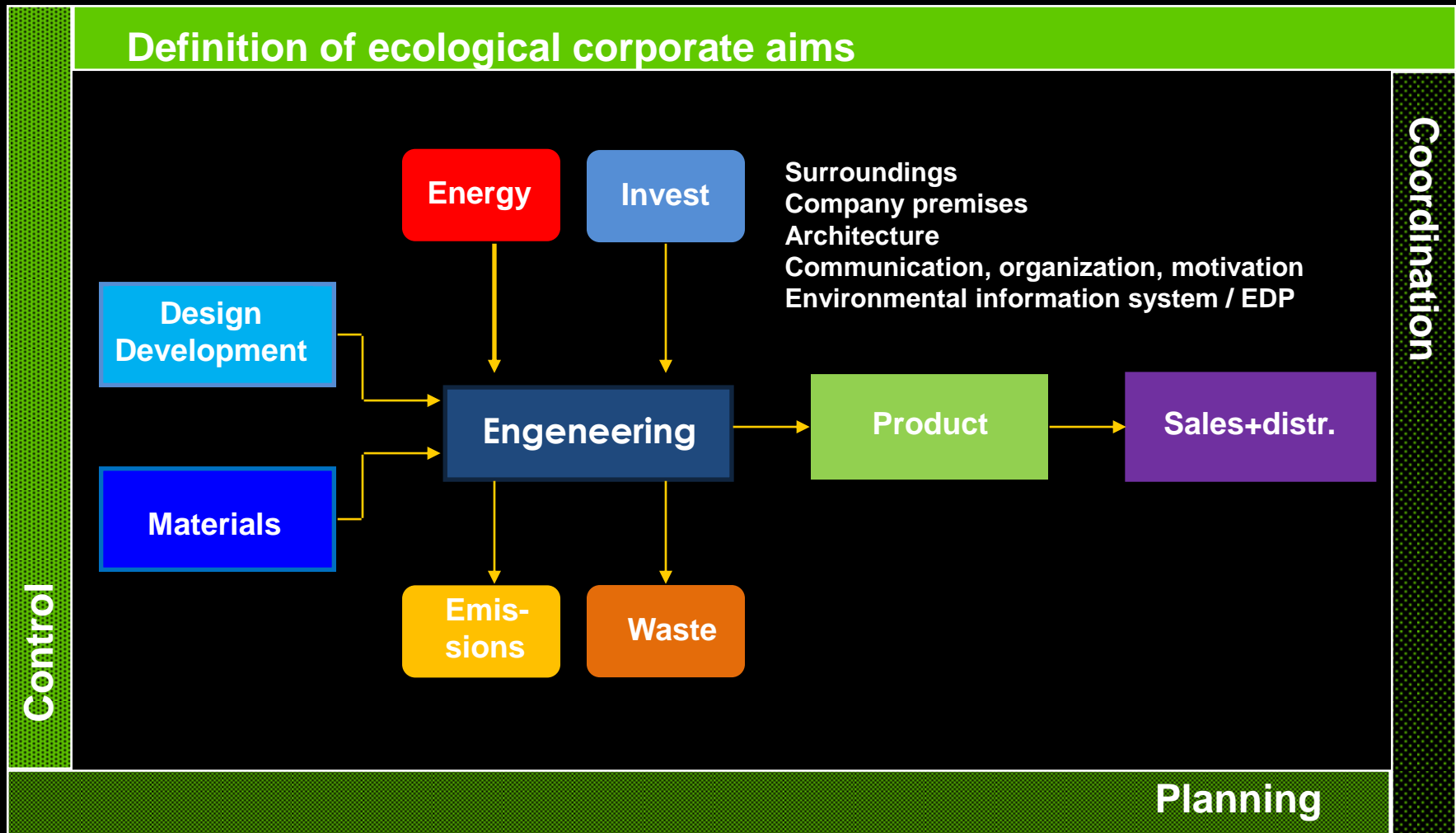


# General environmental aspects and eco-design at Wilkhahn: Responsibility for the future



# CORPORATE RESPONSIBILITY: Wilkhahn supports





# CORPORATE RESPONSIBILITY: Corporate values and guidelines

Economic responsibility



Adequate revenue  
Safeguarding workplaces  
Safeguarding independence

Ecological responsibility



Criteria for product life cycle  
Production processes & logistics  
Materials & processes of suppliers

Sustainable product quality



Develop lasting products  
Increase their utility value  
Reduce waste

Focus on customers & needs



First-class analysis  
Information & consultation  
Customer care support

Social responsibility



Cooperative style of management  
Profit-sharing for employees  
Health management scheme

# CORPORATE RESPONSIBILITY:

## Product philosophy

Innovation

The product follows the idea;  
Creation of substantially higher utility value; People-oriented, sustainable improvement of work environments;

Design principles

„First form, first function“  
Answers to complex questions in the simplest, most enduring and value preserving manner;

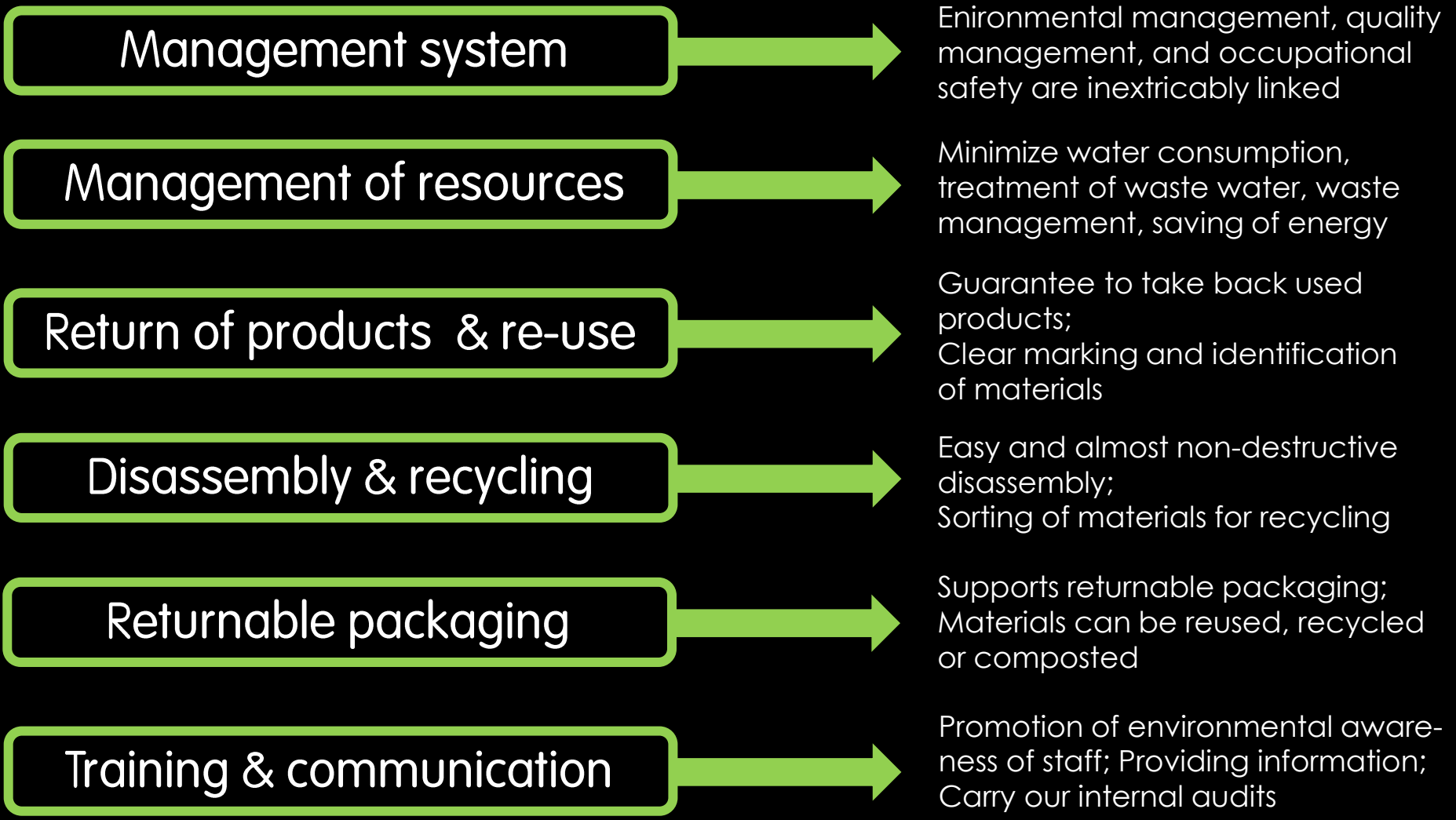
Engineering & construction

„Reduce to the maximum“  
Economical material input, a clear innovation level, longlife, and reparability;

Environmental responsibility

Direct from the start;  
Ecological design guidelines;  
Materials not hazardous to health;  
Enduring utility value;

# CORPORATE RESPONSIBILITY: Environmental management



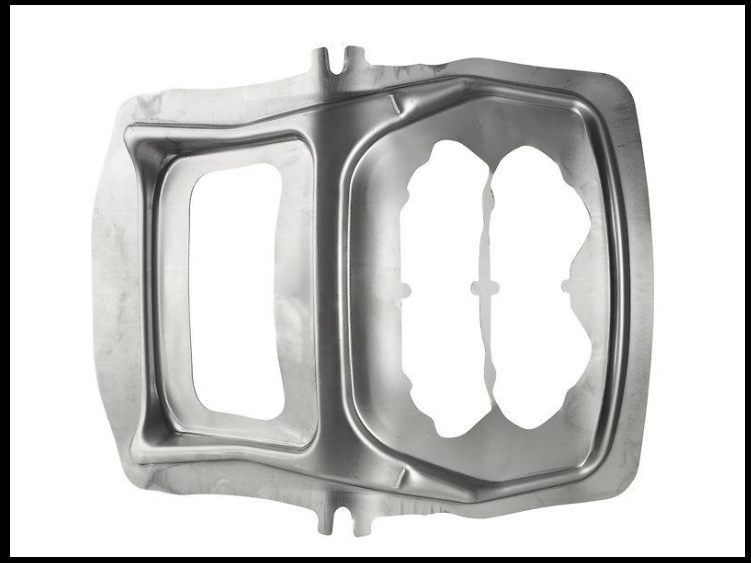
# Automotive design meets chair design



Multi-purpose chair Chassis, designed by Stefan Diez, is a worldwide sensation. For the first time, space-frame technology has been used in a chair. **The robust seat and back frame and connecting elements on the four legs are deep drawn from sheet metal in one and joined by welding robots to form a complete frame.** The materials and technology combine comfort, strength and durability with the precision and elegance of a fascinating design. **The economical use of materials also includes sustainable recycling.**

An ergonomically shaped, unitary seat and back polypropylene membrane is fixed to the frame. The detachable, finely grained plastic shell is easy to maintain and durable. Weighing less than five and a half kilos, the comfortable chair is easy to handle.

# Automotive design meets chair design



The metal components of Chassis:  
2 pieces of stamped and pressed metal sheets form the seating frame + metal joints for the legs

# Automotive design meets chair design

