



# ECOSIGN

## Basic Concepts on Ecodesign

### Unit 12: Ecodesign Practical Cases.



# Objectives

- Know practical cases of Ecodesign application in companies from different sectors.

## 12.1. Introduction to environmental aspects

Three practical cases of companies from different sectors are brought forward:

The main aim is to be aware of how, why and what for these companies introduce ecodesign requirements in the design and development of new products.

Sector:	<b>FOOD</b>	<b>FURNITURE AND UPHOLSTERY TEXTIL AND LEATHER</b>	<b>ELECTRICAL AND ELECTRONIC PRODUCTS</b>
Company:	<b>HERO ESPAÑA</b>	<b>SANCAL DISEÑO</b>	<b>LIFEAK consultancy.</b>
Product:	Packages and Packaging with less environmental impact.	Rock table.	Body dryer

## 12.2 FOOD SECTOR

### 12.2.1 Company introduction: HERO ESPAÑA

- Hero España is one of Spain's biggest companies in infant food and nutrition. Hero España forms part of the Hero Group, an international Group.
- Manufactures, stores and markets a wide range of food products.

#### PRODUCT FAMILIES OF HERO ESPAÑA:

- Infant food
- Jams, marmalades, combinations and honey.
- Healthy snacks.
- Precooked dishes and sauces.
- Diet and/or special foods:
- Syrups, vegetables, juices and nectars.
- Exclusive products for the hotel and catering trade.

The logo for Hero España features the word "Hero" in a bold, blue, sans-serif font, followed by "españa" in a green, lowercase, sans-serif font.

**MISSION:** To delight the consumers by preserving the goodness of nature with:

- Top quality products.
- A spirit of continuous innovation and development of new products and processes.
- Rigorous controls in each one of the manufacturing processes.
- Respect for biodiversity.
- Professional development inside the company.

**VALUES:**

- Strength, change, enterprising spirit, speed, family.

## 12.2 FOOD SECTOR

### 12.2.1 Company introduction: HERO ESPAÑA

#### ENVIRONMENT:

Respect for the environment is paramount for Hero España. Its activity is performed taking into consideration:

- Minimising their impact on the environment.
- Applying the best practices of efficiency.
- Optimising the consumption of resources.
- Waste management.

*"The preservation of the environment and care for the people are written into the DNA of the company"*

# Hero España

Hero España has an Environmental Policy and an Environmental Management System in accordance with the requirements of the international standard UNE-IN-ISO 14001 certified by AENOR, and entered in the EMAS Registry with No. ES-MU-000002.

## 12.2 FOOD SECTOR

### 12.2.2 Product: Packages and Packaging with less environmental impact.

#### CONSUMPTION OF MATERIAL RESOURCES

Minimising the environmental impact of packaging is essential in the food industry.

Practically all the products are launched to the market in them and their consumption generates a series of environmental impacts, both in the process of manufacture and distribution and also in their final management once the food has been consumed.

#### IMPACTS MINIMISING OF HERO ESPAÑA:

→ Since 1995 the company works to encourage policies to make them lighter by:

- *redesigning packaging.*
- *reducing gauges and thicknesses.*
- *elimination of superfluous packaging.*
- *looking for alternatives.*

# Hero España



On 2 June 2016 took place the VIII edition of the Sustainable Development Awards organised by the Agricultural, Water and Environmental Council of the Murcia Region.

***Hero España was awarded for its reduction close to the 3,000 tonnes of packages and packaging (cardboard, glass, plastic and metal) and the use of 95% of the recycled cardboard.***

***See Video of Unit 12: Interview Hero España***

## 12.3 FURNITURE AND UPHOLSTERY SECTOR (TEXTIL-LEATHER)

### 12.3.1 Company introduction: SANCAL DISEÑO

- Reference company in the upholstered and auxiliary furniture sector.
- This company's trajectory is marked by the relentless search for new challenges to guarantee the continuity of the business with a clear policy:

***"Design innovation", "Product Quality", "Quality Customer Service" and "Responsibility with the environment".***

- 1998: Product quality certificate, Quality symbol.
- In 2003, they certified their Quality Management System ISO 9001.
- In 2010, they certified their Environmental Management System ISO 14001.
- Along these years, they have carried out innovation and ecodesign projects, taking actions to improve the quality and environmental characteristics of their processes and designed products through a management system ISO 9001 and ISO 14001.

**SANCAL** 



**"QUALITY SYMBOL"**

Tests are carried out on materials and products to check their durability, strength, etc., according to the intended use, and to comply with the applicable quality standard.

***DESIGNS TO USE AND USE:***  
*Functionality and longevity of its products*

***ECODESIGN:***  
*Sustainable consumption*

## 12.3 FURNITURE AND UPHOLSTERY SECTOR (TEXTIL-LEATHER)

### 12.3.2 Product: Rock table.

**SANCAL** 



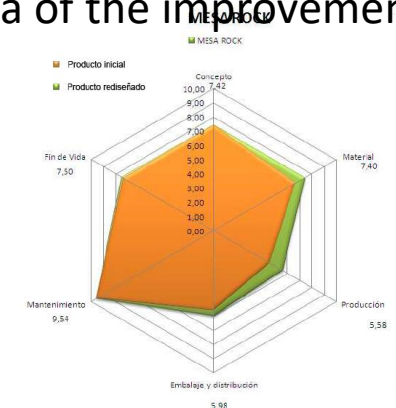
#### CHARACTERISTICS OF THE ROCK TABLE:

- Top:
  - Lacquered top of lacquered MDF.
  - Wooden top stained of meshed oak veneer with black edge (except for the white stain, where the edge and the underside are white).
  - Mirror top of 4mm grey mirror on MDF top with black edge.
  - Glass top, 10 mm thick tempered glass smoked finish with central black serigraphy.
- Central foot and base: F1 steel coated and lacquer.
- Lifting table with two position pneumatic system.

#### ECODESIGN APPLIED TO THE PRODUCT: APPLICATION

- The company performed an Strategic Environmental Assessment, SEA, detecting the stages with a higher potential environmental impact.
- Environmental improvements were applied. **A change in the materials used (tints and lacquers with fewer content on volatile organic compounds and redesign of the packaging <volume, weight and better protection>).**
- The Life Cycle of the product was assessed a second time to obtain quantified data of the improvements.

Comparison between the SEA of the initial products and the SEA of the redesigned one



**See Video of Unit 12: Interview Sancal**



## 12.4 ELECTRICAL AND ELECTRONIC PRODUCTS SECTOR

### 12.4.1 COMPANY INTRODUCTION: LIFEAK JOB ACCOMMODATION SOLUTIONS FOR LIFE

- LIFEAK Job Accommodation Solutions for Life is a consultancy aimed at offering a better response to daily challenges through technological development.
- Valiryo<sup>®</sup>, flagship project, has been entirely developed in Spain.

#### PRODUCT FAMILIES OF HERO ESPAÑA:

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- Healthy snacks.
- Precooked dishes and sauces.
- Diet and/or special foods:
- Syrups, vegetables, juices and nectars.
- Exclusive products for the hotel and catering trade.

**MISSION:** Lifeak's mission is to market eco-innovative products with a massive and international application. In our designs we consider the wide range of users that the market covers.

**VISION:** Lifeak's vision is to turn into an instrument to embody ideas of their own and from others, with a catalogue of personal products able to meet daily requirements of people through eco-innovative designs and solutions.

#### VALUES:

- Work to make a change in the world.
- Passion.
- Fellowship and teamwork.
- Commitment and perseverance.
- Humility.
- Empathy.
- Efficiency - respect for the environment.
- Flexibility.
- Optimism.

## 12.4 ELECTRICAL AND ELECTRONIC PRODUCTS SECTOR

### 12.4.2 Product: Valiryo body dryer <sup>®</sup>



**VALIRYO <sup>®</sup> REDUCES THE ENVIRONMENTAL IMPACT ARISING FROM WASHING AND DRYING BATH TOWELS.**

This advantage is particularly relevant in facilities with a high turnover of towels such as hotels, where practically all the towels are changed on a daily basis.

#### **ECODESIGN APPLIED TO THE PRODUCT: APPLICATION**

- The company performed an Strategic Environmental Assessment, SEA, detecting the stages with a higher potential environmental impact.
- Environmental improvements were applied.  
**A change in the materials used (tints and lacquers with fewer content on volatile organic compounds and redesign of the packaging <volume, weight and better protection>).**
- The Life Cycle of the product was assessed a second time to obtain quantified data of the improvements.

Comparison between the SEA of the initial products and the SEA of the redesigned one

Thank you for your attention

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UNIT 12: Ecodesign Practical Cases

