



Nordisk group

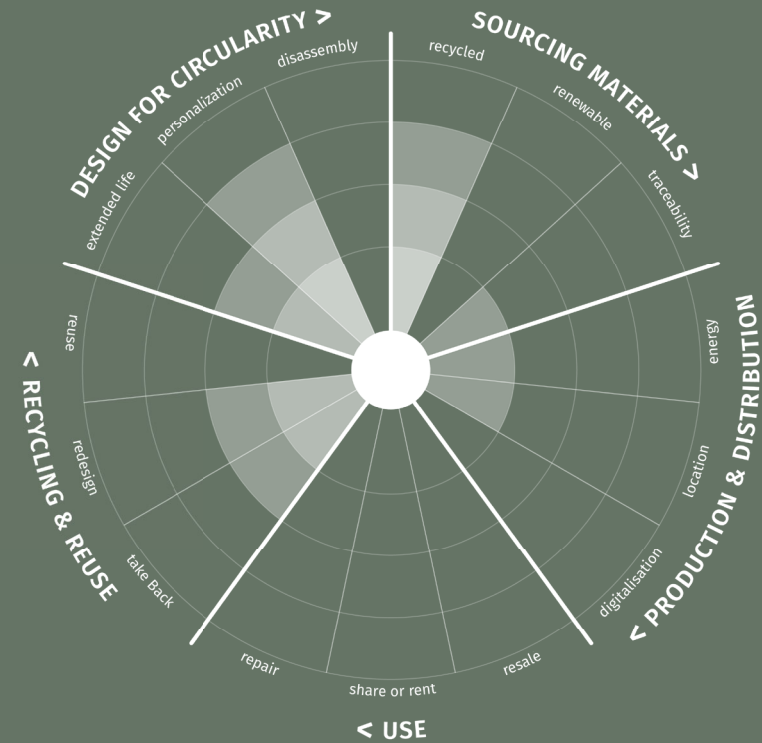
Nordisk group was founded in 1950 and produces whiteboards for business and education. All production takes place in Denmark. They are passionate about designing and creating. Equally, with quality, sustainability has become a fundamental part of Nordisk group.



How they work on circular economy

Post-consumer raw materials and upcycling are the primary focus of our business and product development. The company solely develops products, including post-consumer raw materials in the production, and preferably as the primary part. Several of our board designs consist of recycled materials.

Upcycling of customers' own whiteboards. It starts with picking up the old boards from the customer - after which the surface is cleaned and repaired. The board is adapted to new dimensions, new design is added in e.g., dark green plastic frames of used fishing nets and then finally, the upcycled boards are returned to the customer. All excess material is downcycled, and discarded boards are donated.



DESIGN FOR CIRCULARITY

- > Repair and redesign offered to extend product lifetime
- > Products made to order based on customization

SOURCING MATERIALS

- > Primarily post consumer materials used
- > Product report for renovated products

PRODUCTION & DISTRIBUTION

- > Mainly manual production / refurbishment
- > Local production

RECYCLING & REUSE

- > Deposit and return scheme in the making
- > Products easy to redesign and renovate