

# LET'S OPT FOR A CIRCULAR ECONOMY

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A few days ago we presented you with a video on how to be green in a circular economy and not die trying. Today thanks to [Gipsen](#), a company that designs, manufactures and distributes furniture under the values of sustainability and innovation, we share with you an example of a pioneering company that highlights the advantages of the circular economy.

This company carries out a very innovative process when it comes to managing different moments of a product so that the product's life cycle is extended and the environmental impact of the product is minimized. This process has many advantages compared to the classic tendency to discard furniture when it is not useful and buy a new one. It is separated into four phases depending on the circumstance that it attends:

1. A process for repairing the product when it is damaged or unusable.
2. The search for a new client that will be useful when it no longer serves the initial consumer.
3. The exploration of new uses of the product when it can no longer be used by any type of client in its main function.
4. The recycling of material when it no longer serves any type of use, creating energy from these unusable products. This recycled material is used to create semi-finished products that are used to make the final products, thus creating a sustainable and carbon neutral circular economy.

Gipsen brings us closer, in short, to what will undoubtedly be the way to manage the life cycle of any product in the not so distant future.

**There are no comments yet.**