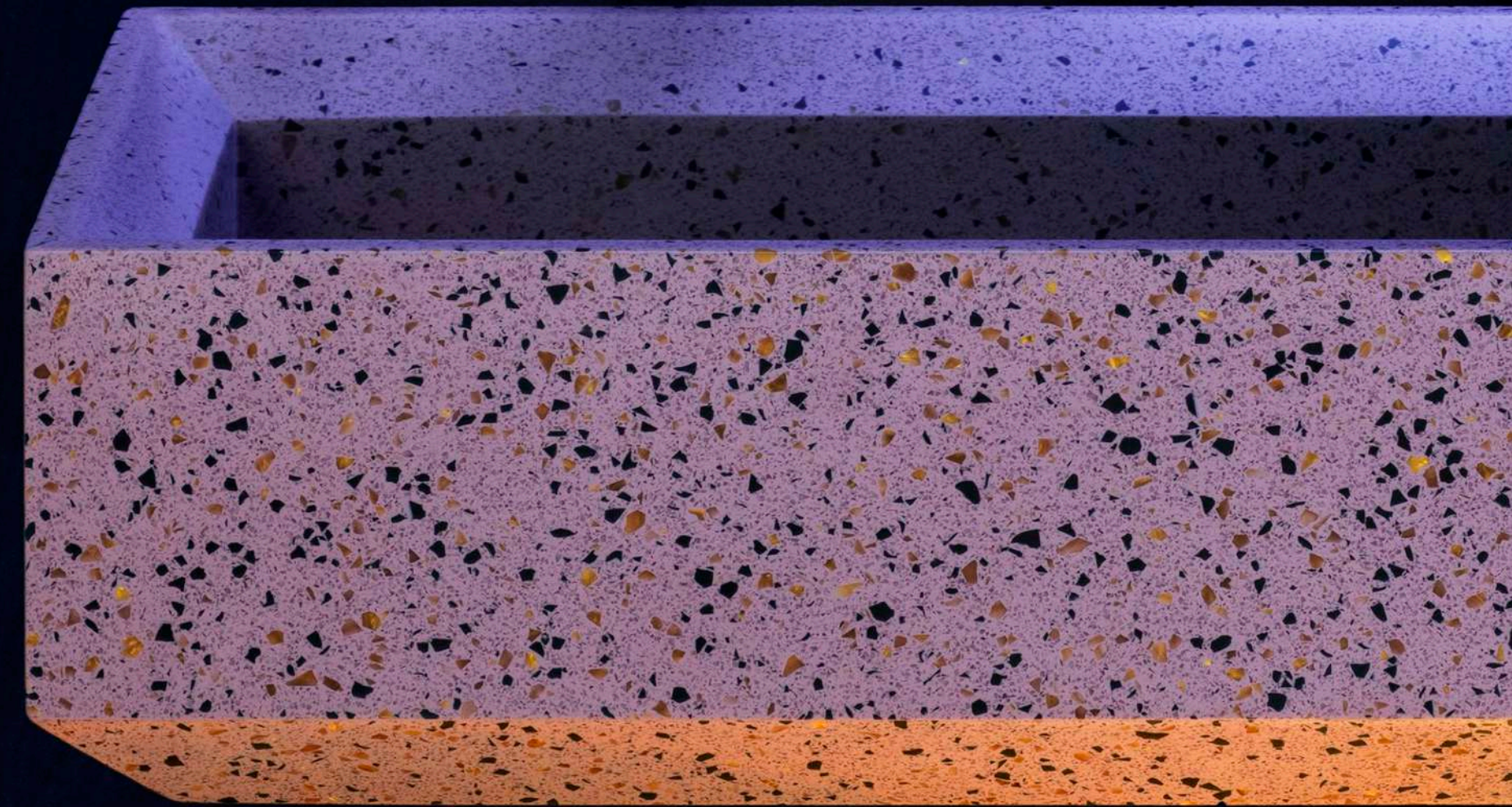


• Juuso • Bea • Falguni • Zach • Kirsi

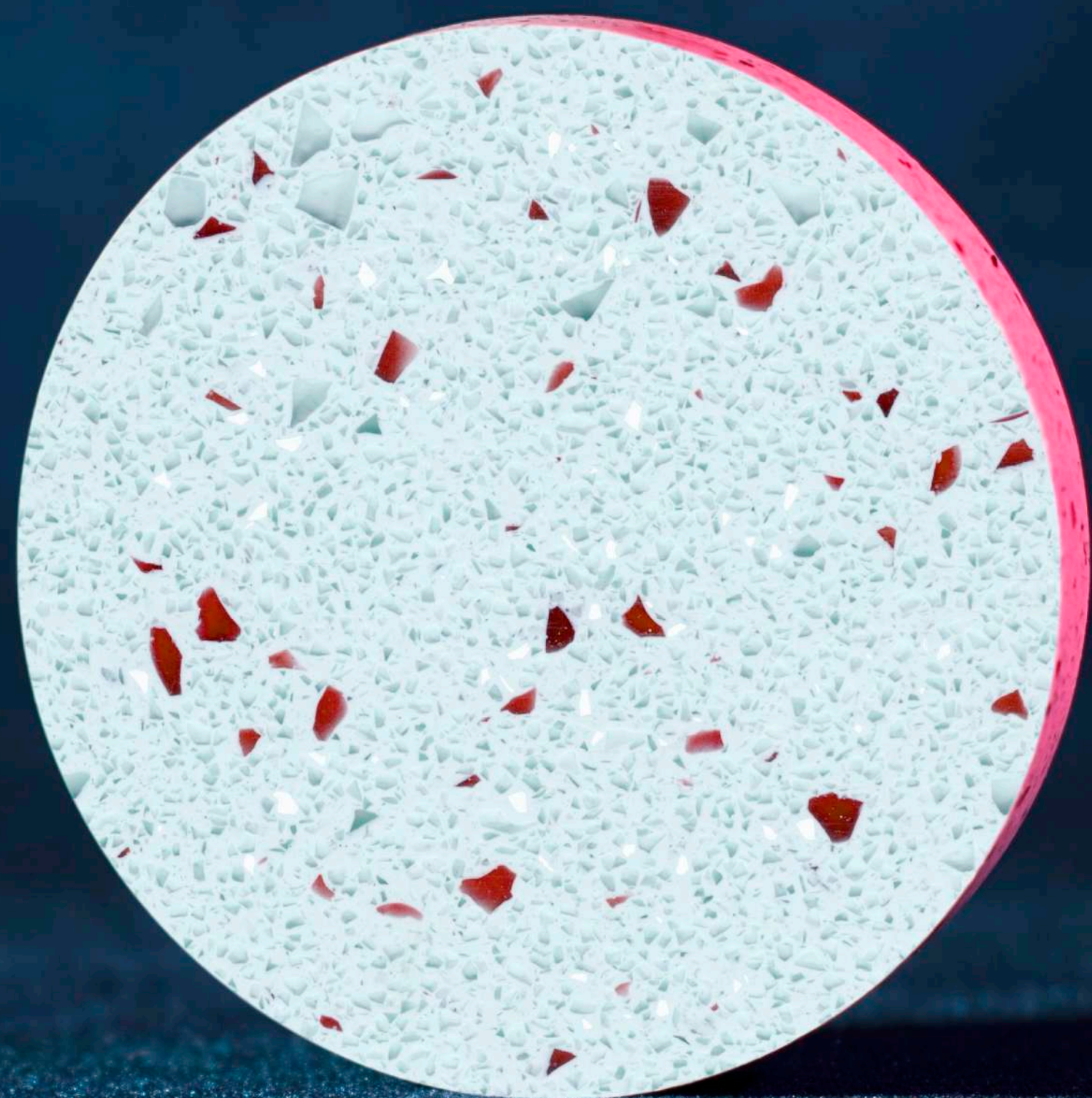
Woodio x Durat



Corporate Entrepreneurship & Design, 2020



- *Introducing Woodio & Durat*
- *Design Process*
- *Current Challenges & Future Perspectives*
- *Our two cents for the case companies*



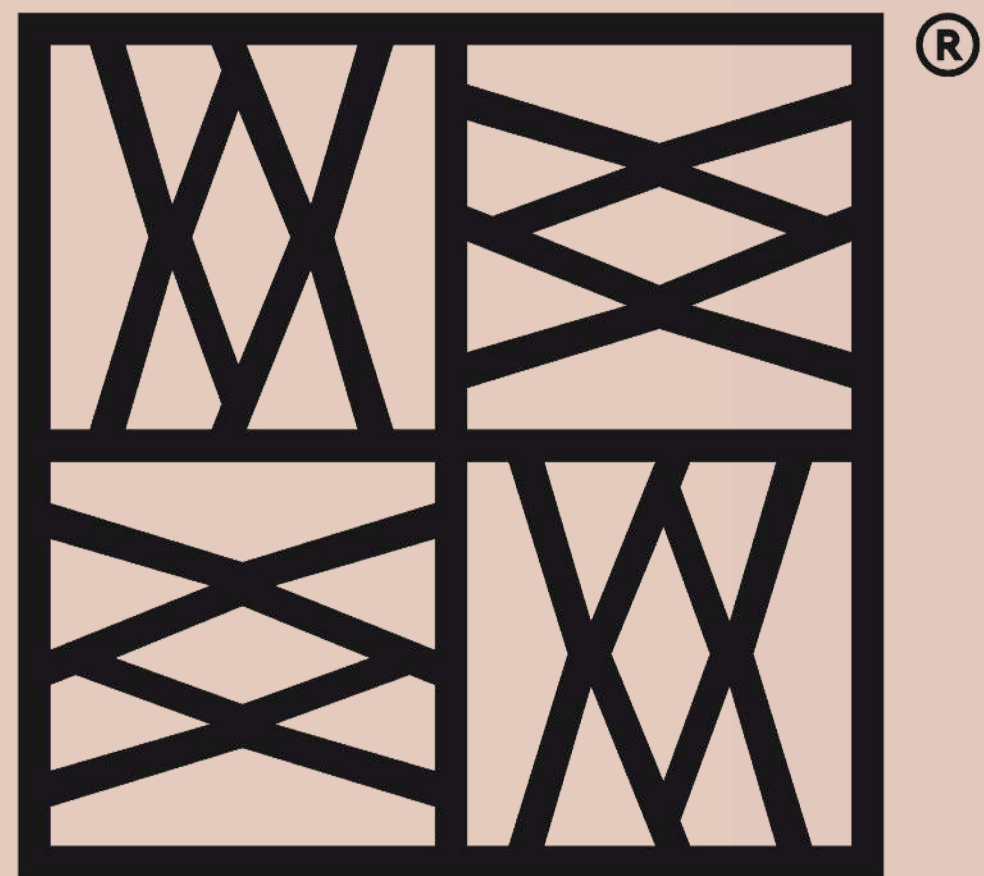
DURAT®

Recycled to last



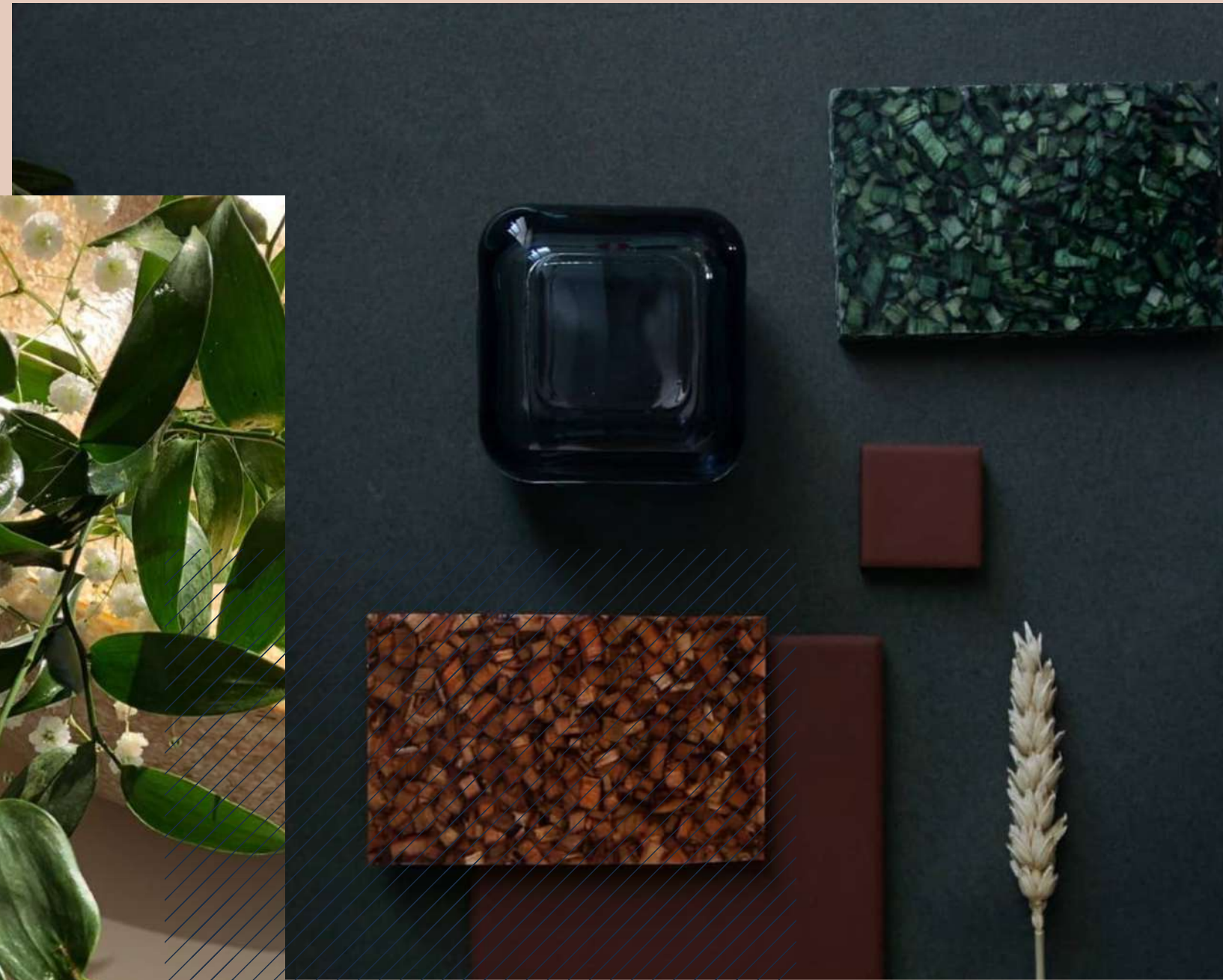
- Unique, sustainable solid surface material
- Established in 1990's
- Turnover 2.5 M €, 17 employees
- Circular economy pioneer in Finland





woodio
Reinventing wood



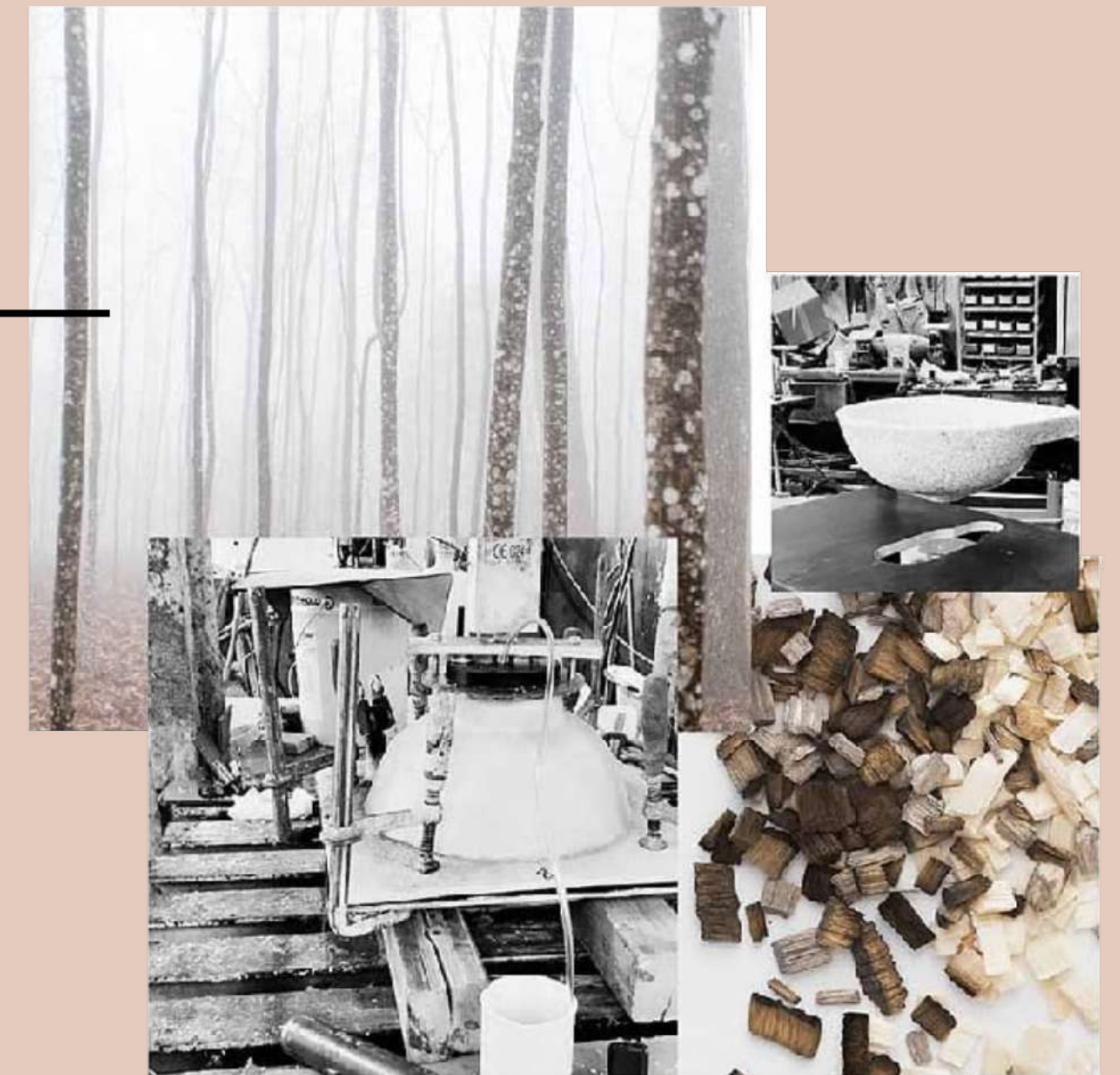
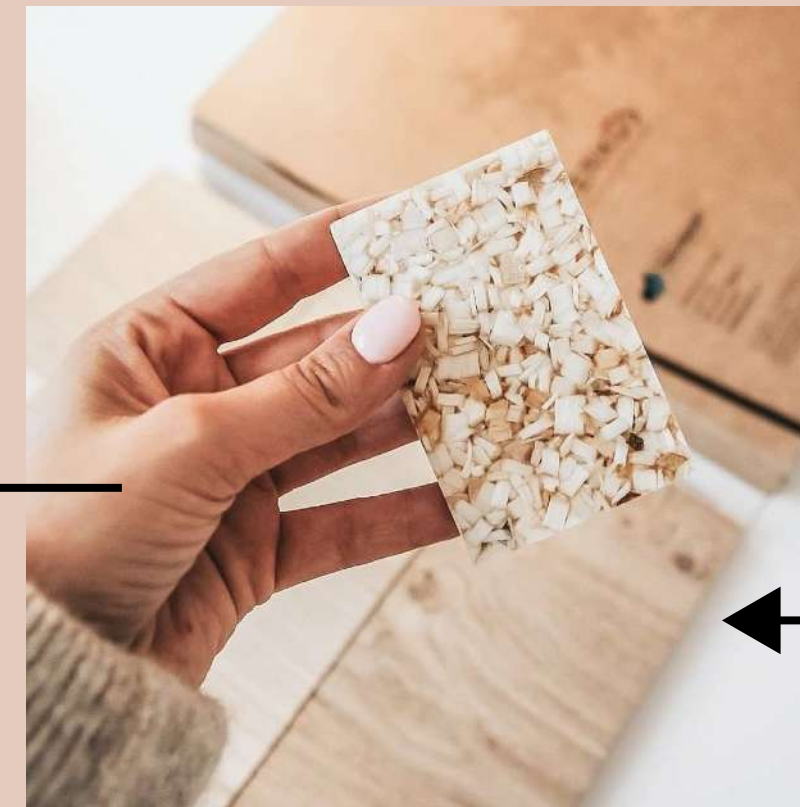


- World's first 100% waterproof solid wood composite
- Established in 2016
- Turnover 216000 €

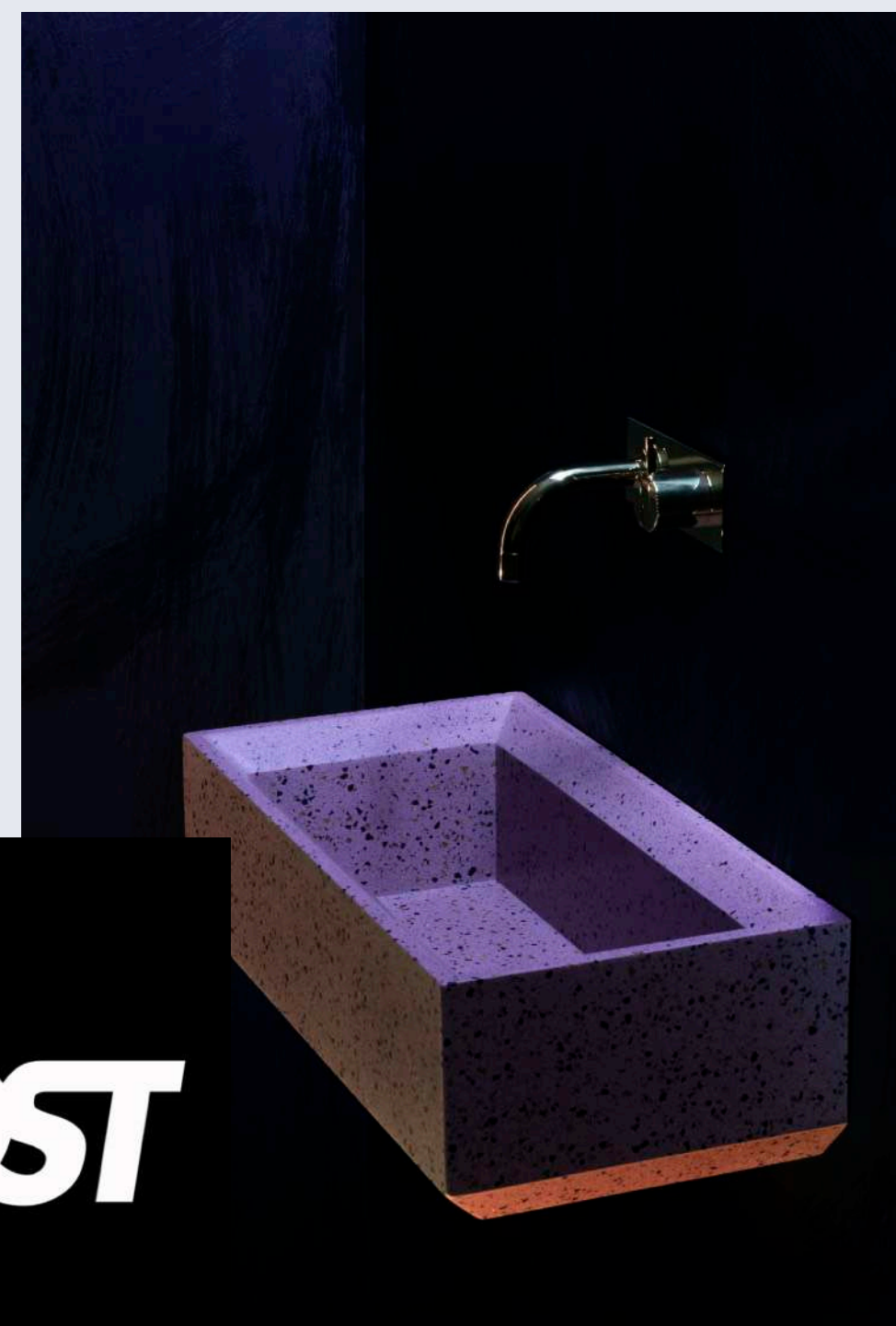
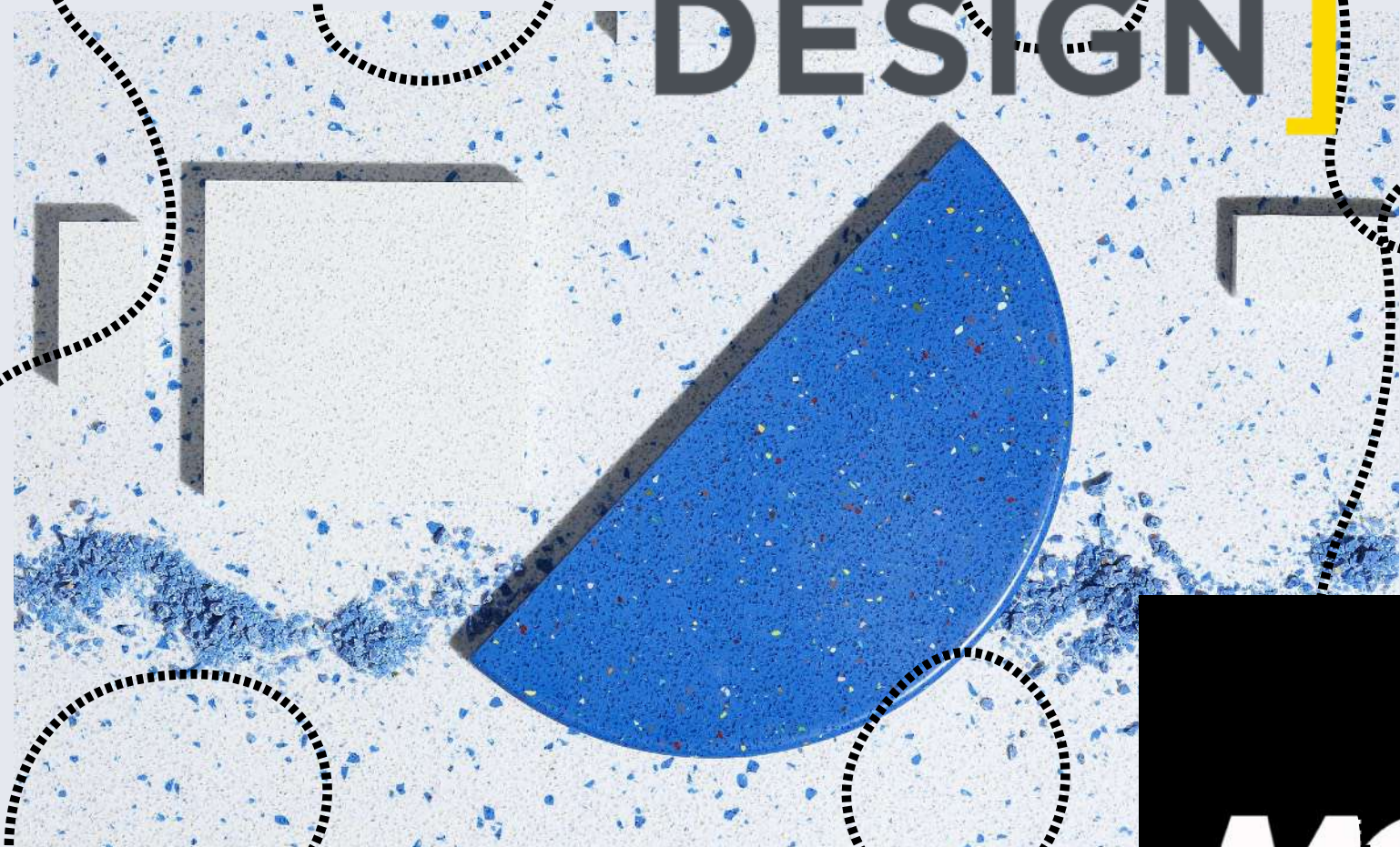
Design Process



PENTAGON DESIGN



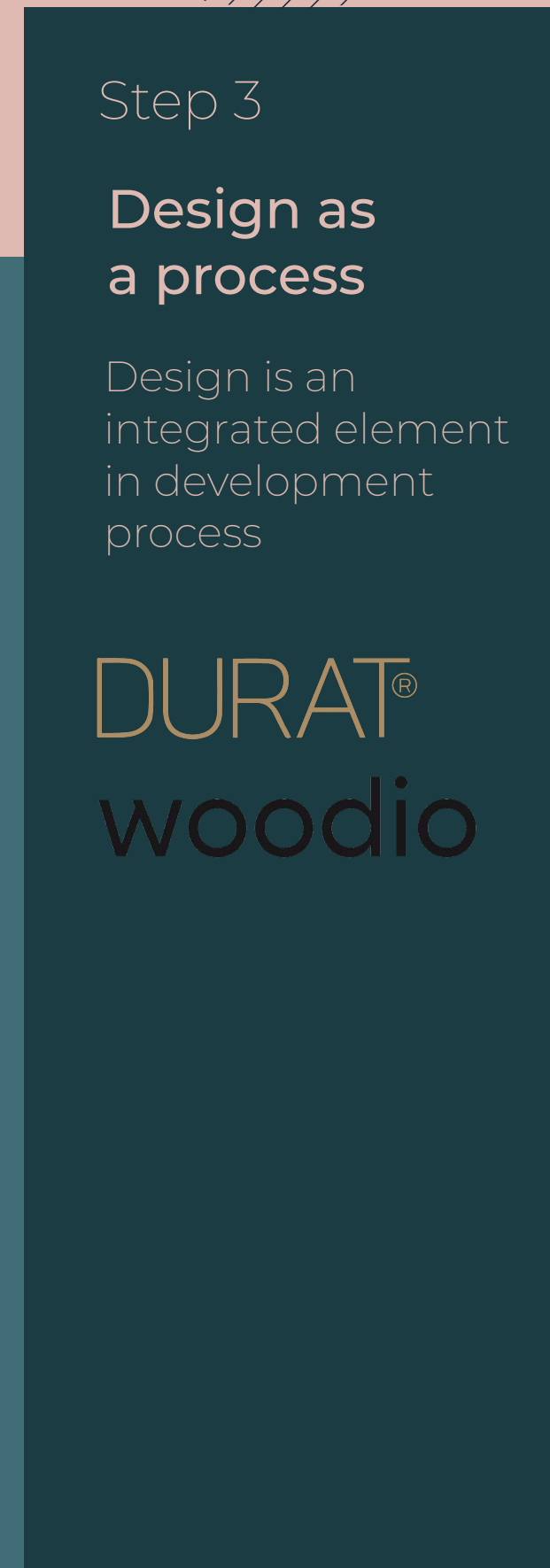
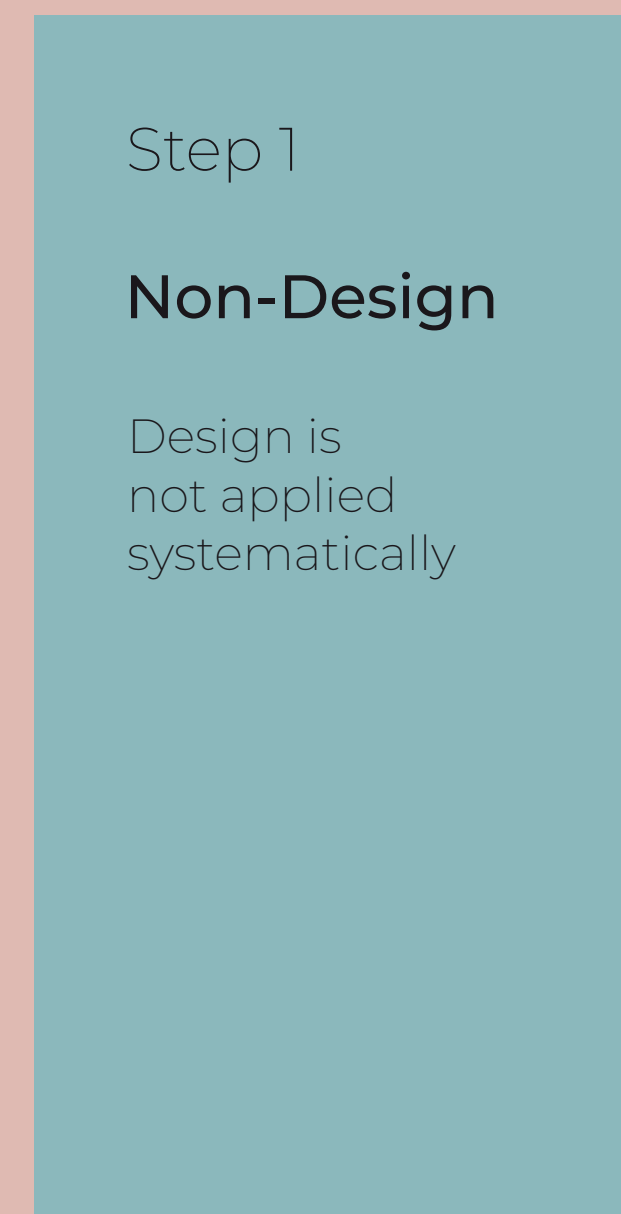
[WANTED
DESIGN]



MOST



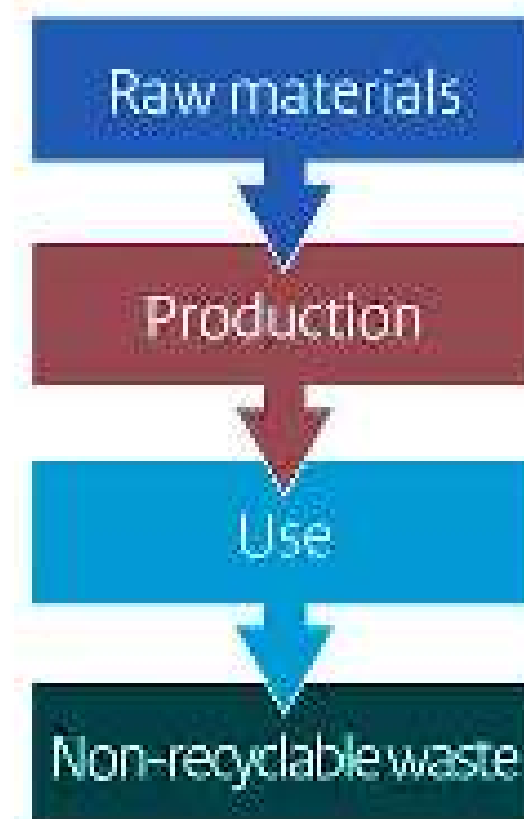
Design as a process vs Design as strategy



The Danish Design Ladder

From a linear to a ***circular economy***

Linear economy



Reuse economy

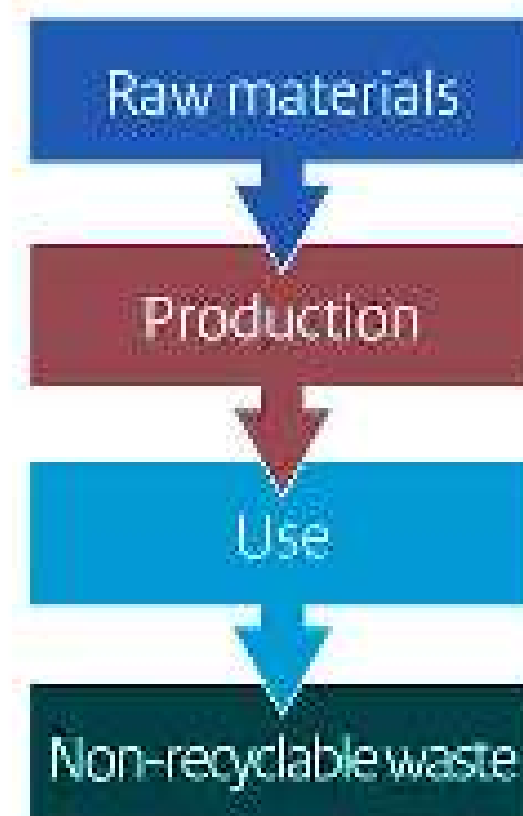


Circular economy



Woodio

Linear economy



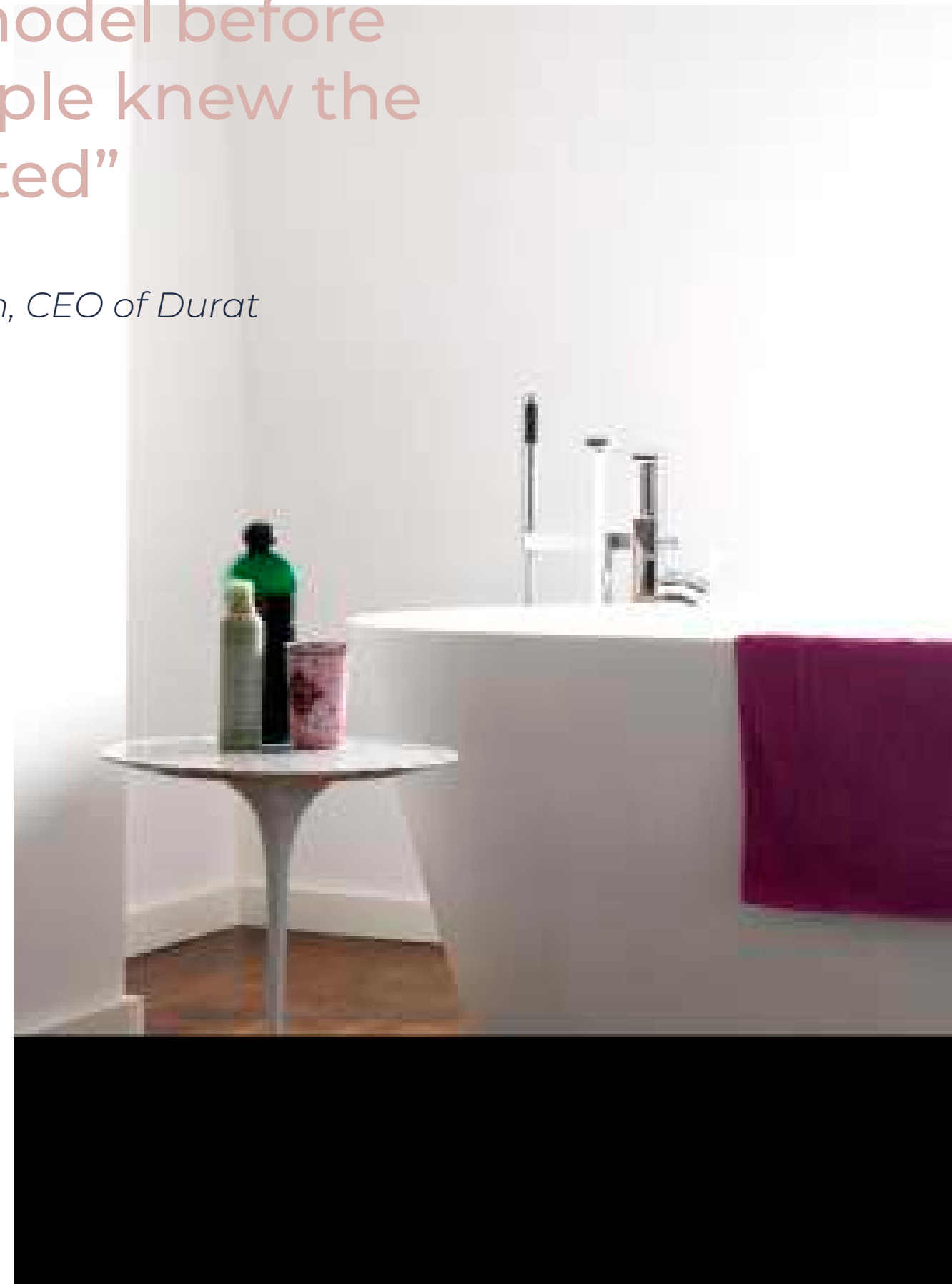
Durat

Circular economy



“We have been using a circular model before most people knew the term existed”

- Heikki Karppinen, CEO of Durat



“We are now faced with the challenge to reinvent materials and to reuse them, while making them long-lasting and creating minimal waste”

- Petro Lahtinen, Doctor of Chemistry and CEO of Woodio

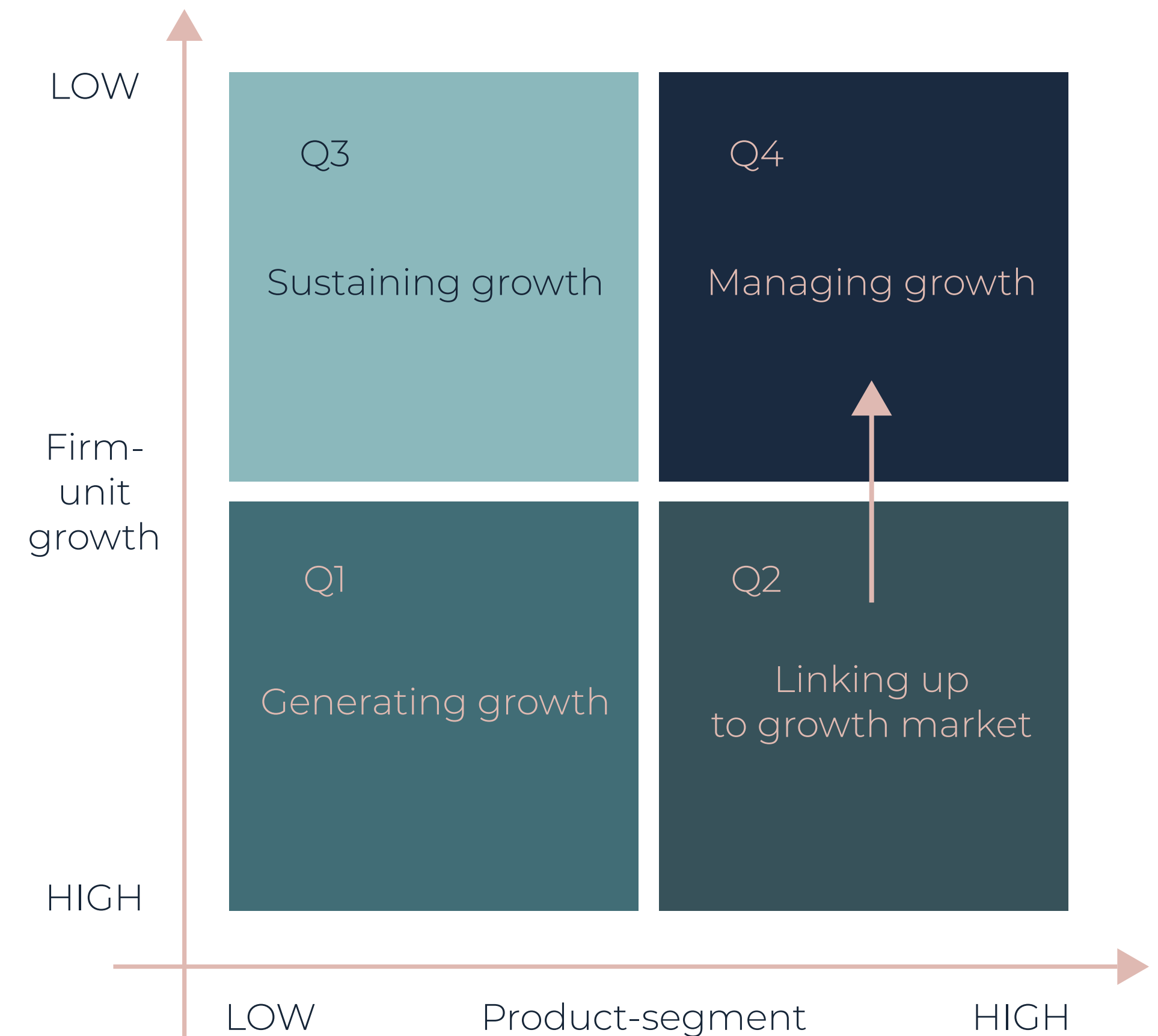


Challenges



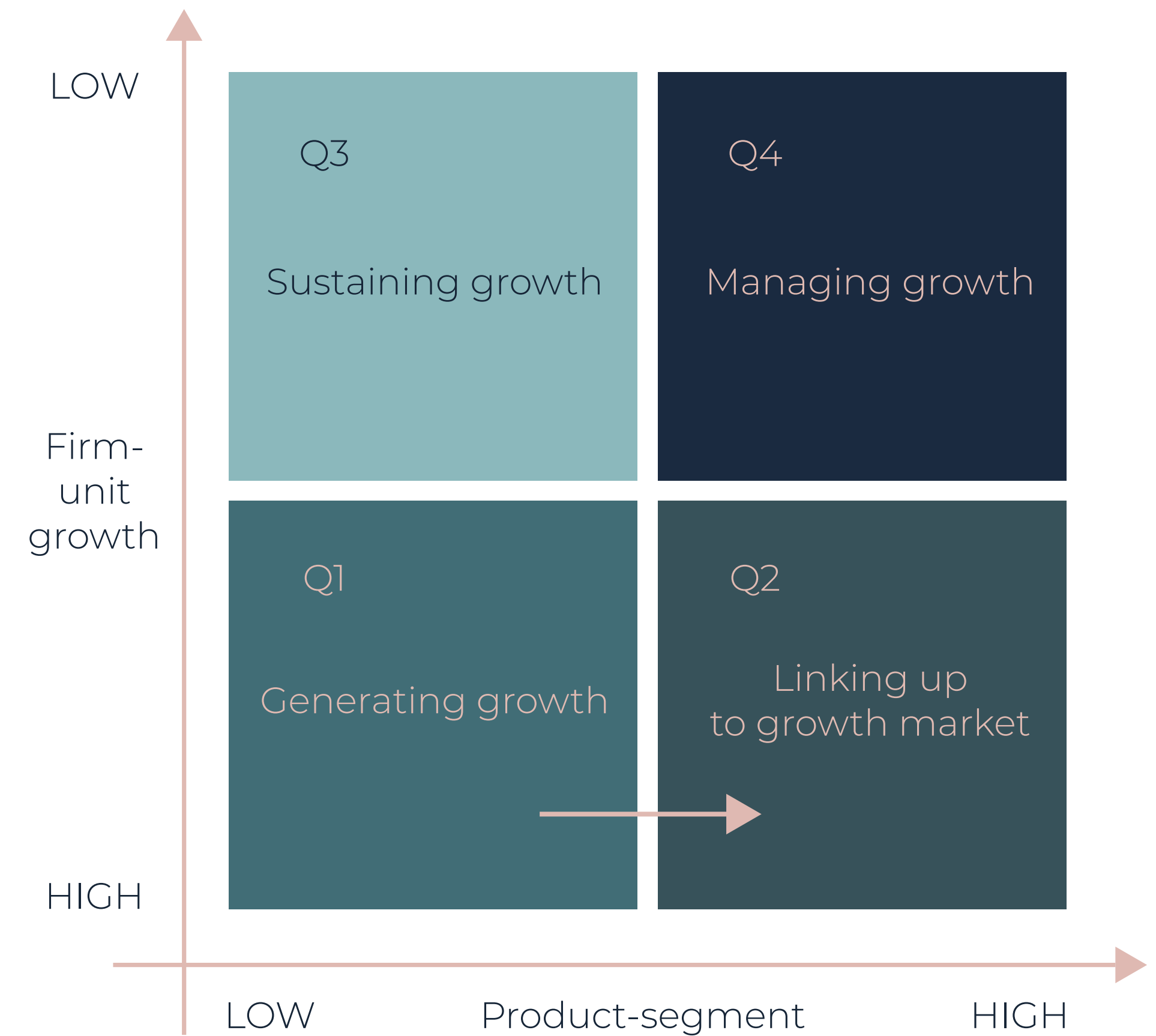
Durat Challenges

- Insufficient marketing, fragmented brand presence
- “Organic” processes, lack of strategy



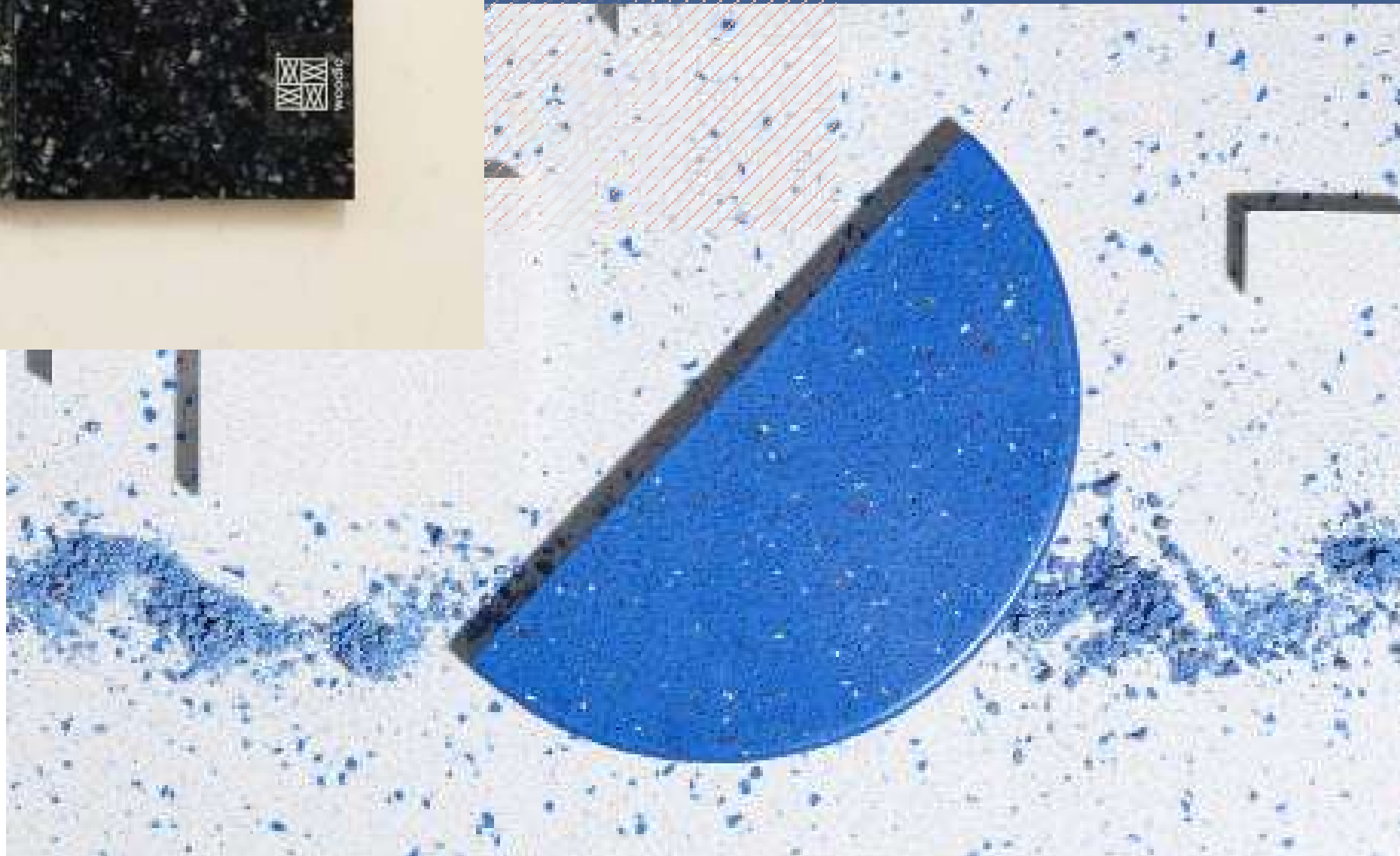
Woodio Challenges

- Convincing people on the new material
- Handling the pressure from the investors
- Making sure the material and manufacturing technology works seamlessly



Future Perspectives

Material vs design brand



DURAT[®]

- ***Entering the consumer market*** with an automated production strategy
- ***Finding new resellers with sustainable ideologies***. Expanding into new markets, France and Spain.
- ***Expand their recycling units internationally***. Small facilities close to both the sources of industrial waste and the end-customers.

woodio

- ***New product launches***: a toilet seat and bathroom tiles.
- ***Licencing the Woodio material***. Other companies could use it as raw material.
- ***Enter new international markets***, finding resellers.

DURAT®

Being a zero-waste
company, adapting the full
circular economy model.

woodio

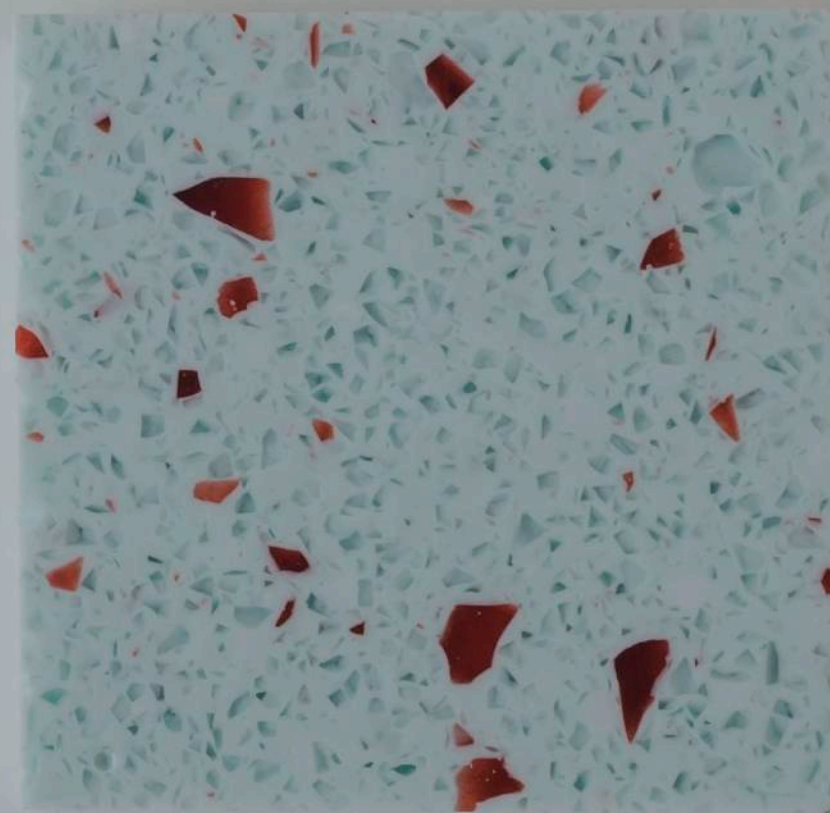
Being the next Artek.
A design house and pioneer
in sustainable design.

Our ideas

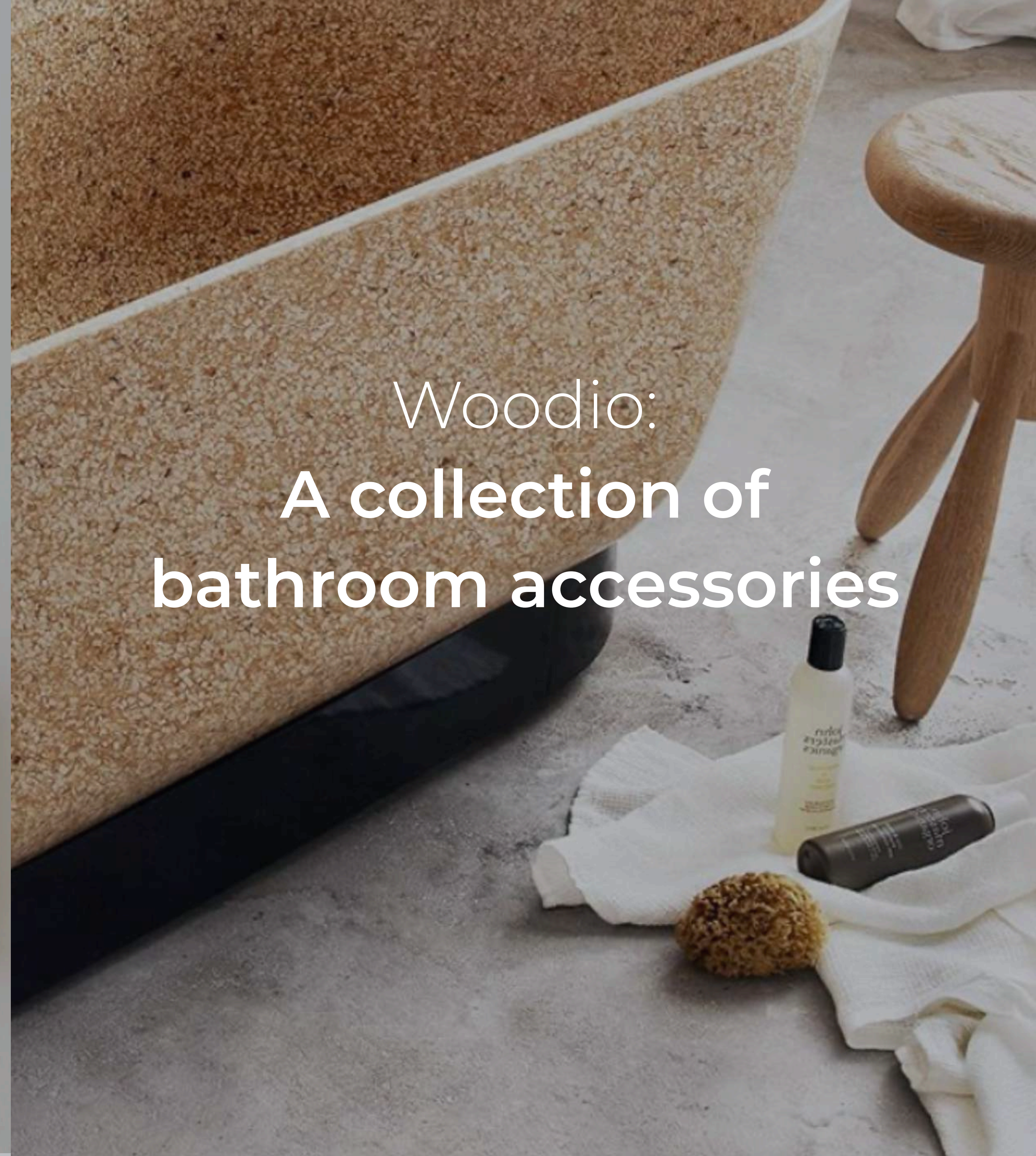


*Supporting growth with
creative use of design (thinking)*

Durat:
**An experimental
concept atelier**



Woodio:
**A collection of
bathroom accessories**



Thank You!