



EWWR good practices and case studies

1. Details of Action:

EWWR Organiser: Catalan Waste Agency (Agencia de Residus de Catalunya)
Country/Region: Catalonia, Spain
Name of nominated project developer: Electrodomésticos Taurus S.L.
Name of nominated action: Eco-design of the BAPI 7.0 Capsule Packaging (Ecodisseny de l'embalatge Bapi 7.0 Capsule)
Place: Av. Barcelona S/N
Town: Oliana
Region: Catalonia
Country: Spain
Website: www.taurus-home.com
Nominee category: business
Dates of action: 23/11/2012

2. Please select the theme(s) highlighted in the action:

- Too Much Waste
- Better Consumption
- Better Production
- A Life for Products
- Less Waste thrown Away

3. Type of Action

- Action open to general public
- Action open to a target group
- Action based on the production of communication tools
- Other, please specify:

4. Please give a detailed and precise description of the nominated action



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Taurus, founded in 1962 in Oliana, is a company that manufactures domestic appliances. It currently employs 2000 staff members around the world. Taurus complies with the ISO 9001 and 14001 standards. Taurus has been striving to make people's lives easier for 50 years and also has the objective of minimising the production of waste. With this in mind, the R&D department at Taurus decided to mark its 50th anniversary by redesigning one of the company's star products: the blender.

Employing eco-design criteria, the Bapi 7.0 Capsule has been created. The product is presented in innovative packaging thanks to which no printed cardboard box is required. It has therefore been possible to prevent cardboard waste and contamination from the use of inks.

The eco-design strategy of the blender focuses on the packaging for the transport and display of the product: the blender is presented inside two containers that form part of the product itself and are used for blending, chopping, crushing and making sauces, while also serving as the product packaging.

At the same time, the system proposed for displaying the blender at points of sale is a dispenser that has also been redesigned, since the box used for transporting the product also serves as a dispenser at the point of sale.

The packaging received by the end user, in other words, the packaging that will become waste in the consumer's home and, therefore, the packaging that must be taken to the green point is: for the new blender BAPI 7.0 CAPSULE is just the protective plastic film in which the containers are wrapped. For the previous standard hand blender (Bapi 850 inox) is a printed cardboard box and the plastic bag that protects the product. So by avoiding the use of a cardboard box, the Bapi 7.0 Capsule generates less waste in the consumer's home. Two containers that form part of the product serve as its packaging instead of the cardboard box.

So, the advantages of the new-eco designed packaging are as follows:

- Original, attractive but above all sustainable presentation
- Ensures safe transport to prevent any damage to the products.
- Complies with EU regulations (packaging directive)
- Reduces the amount of superfluous waste of the packaging.

In this way, taking as an example the packaging of a standard hand blender (Bapi 850 inox), estimating that a printed cardboard box weighs 130g, and assuming an annual sales figure of 50,000 units, with the new Bapi 7.0 Capsule, which does away with the cardboard box, we would prevent 6.5 tons of cardboard waste from entering the market.

During EWWR, Taurus decided to present its creative and eco-design strategy to various key collectives, carrying out the following actions:

1. For secondary school students

- Talk on the manufacturing of the product, the eco-design strategy (all the development stages of the project: creative process, prototype testing, production phases, communication and marketing plan...)
- Speakers:
- Meritxell Mitjana (Quality and Environment Manager)
 - Jan Aramburu (Marketing Manager)
 - Jordi Armirall (Industrial designer of the Bapi 7.0 Capsule)
- Demonstration workshop and tasting session (fun workshop to give a demonstration of the use and applications of the product)
 - Guided tour of an exhibition of the evolution of Taurus' products, showing how eco-design has influenced the creation of new prototypes.

2. For the company's staff

- Exhibition of the evolution of Taurus' various products
- Information for staff (intranet...)
- Information through the company's communication channels (website...)

The result is that Taurus has redesigned, employing eco-design criteria, an innovative packaging of blender (one of its star products), in order to anticipate regulatory requirements and to raise its customers' and workers' awareness of the need to commit to the innovation of environmentally friendly products.



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5. Please describe the target audience and how the action motivated its public/target audience, as well as the number of participants

For the EWWR, the product was presented to two sectors:

1. Technology students.

Technology students of the Aubenç Secondary School of Oliana (25 people), because the two organisations collaborate closely and because it is a green school involved in the protection of the environment and waste prevention. The main goal of this action was to raise this particular target group's awareness of the issue through a series of activities to the Bapi 7.0 Capsule (explanation of the development of the technical project, manufacture of the product, practical cooking demonstration, etc.)

2. Company workers.

The company employs over 2000 staff all over the world. Despite the size of the workforce, the company's internal policy is to raise awareness among staff members and involve them actively in the company's developments. In this case, to mark the company's 50th anniversary it was decided to redesign one of its star products, the blender, using eco-design criteria.

The technical engineering department, together with the marketing department, have given a presentation for all the workers in Oliana to explain the strategies involved in the redesign of these appliances in order to bring them into line with European regulations while at the same time fulfilling the criteria of the company's environmental policy. At the same time, staff members have been informed of all the latest developments through internal and external communication channels (intranet, website...)

3. Customers and sales outlets.

Meanwhile, the fact that this product is being marketed and sold means that this action will be sustainable over time, since all the units placed in the market will represent a reduction in cardboard waste, which will be noted by customers and sales outlets. At the same time, the new blender dispenser shows the evolution of the product and helps to raise customer's awareness.

6. Please explain why you think this action is suitable for a EWWR Award, following the main criteria listed here below:

- 1) visibility and communicational aspects
- 2) good practice, originality and exemplarity
- 3) quality of content and focus on waste prevention,
- 4) European reproducibility
- 5) follow-up in long-term and lasting impact



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1) visibility and communicational aspects

The blender is one of Tauru's key products in terms of sales, which is why it was considered the best candidate for being redesigned using eco-design criteria. The blender is a very clear example of waste prevention in the packaging of a product consumed on a large scale. The fact that it does not use a cardboard box as packaging but rather two containers that can be used in the kitchen is very striking from a visual perspective.

2) good practice, originality and exemplarity

It constitutes a case of good practices in the design of the product and its packaging, since both the reduction of packaging and the usefulness of the two containers that replace the cardboard box are taken into account. This also makes it a very original product that stands out among other similar products in the market. This project can be used as the basis for creating other similar ones, both in our company and in others, where the packaging does not become waste but rather forms part of the product itself.

3) quality of content and focus on waste prevention

During the implementation of this initiative, the concept and waste reduction objective of the Bapi 7.0 Capsule have been developed through its design but at the same time raising the awareness of the collectives referred to above by involving them in the company's eco-design strategy in the creation of the blender. In respect of waste reduction, it is estimated that the new Bapi 7.0 Capsule, which does not use cardboard packaging, will prevent 6.5 tons of cardboard waste from entering the market per year (in this hypothesis it is assumed that the packaging of a standard hand blender in a printed cardboard box weighs 130g and that 50000 units will be sold per year)

4) European reproducibility

It is an action that can be reproduced on a European level in the case of companies interested in preventing the generation of waste in the design of their products. At the same time, as an example of eco-design applied to manufacturing companies, it may encourage the creation of other similar projects in Taurus or other similar companies.

5) Follow-up in long-term and lasting impact

As regards this specific action, it is hoped that the technology students will bear this eco design case in mind, not only in order to apply waste prevention criteria in their everyday activities but also in any projects in which they may be involved in the future as professionals in the sector.

The Bapi 7.0 Capsule in particular will have a waste reduction impact in all the units that enter the market during the commercial life of the product.

7. Please provide us with photos, videos, weblinks or any other material that would help the jury to better understand the nominated EWWR action. Where possible, provide basic translation into English.

Video available in English at Vimeo: <https://vimeo.com/59505399>

Video available in Catalan at: www.arc.cat/setmanaprevencio (in the Actions Catalogue, videos section)





CORPORATION WEBSITE

Information on the Bapi 7.0 Capsule (photographs and description):

<http://taurus-home.com/es/cocina/batidora/batidora-picadora/bapi-70-capsule>

ELECTRODOMÈSTICS TAURUS, S.L. 19/11/2012

<http://taurus-home.com/blog/taurus-participa-en-la-iv-semana-europea-de-la-prevencion-de-residuos/>



New Blender's Packaging of Bapi 7.0



New Blender's Dispenser



Promotional Poster



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