

**24.  
OKT  
2022**  
Kerenzerberg

**Zukunftsforum  
Nachhaltige Textilien**  
«Gemeinsam Impact steigern»

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Impuls-Referat

# Implementierung Geschäftsmodelle der Kreislaufwirtschaft

**Bigna Salzmann**



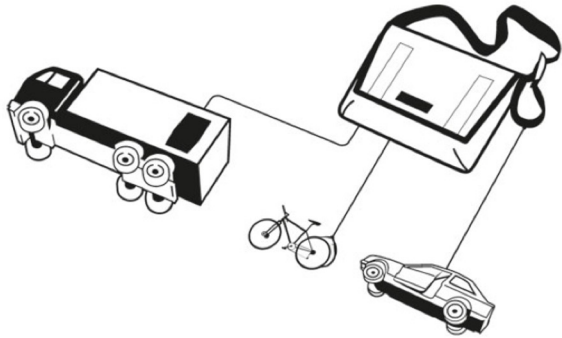
# **CIRCULARITY @FREITAG**

**25.10.2022 Zukunftsforum Kerenzerberg**

**Bigna Salzmann, Sustainability Officer & Circular Technologist, FREITAG lab. ag**

# CIRCULARITY

it's in our DNA since 30 years





FREITAG  
SHIP  
ZÜRCH  
OOCL  
OOCL  
OOCL  
OOCL

17

SUPERMARKET

FRAU FEROLD

**OUR PURPOSE:  
«INTELLIGENT DESIGN FOR A  
CIRCULAR FUTURE»**

**FREITAG®**

**BIOLOGICAL  
CYCLE**

**TECHNICAL  
CYCLE**

MATERIAL INPUT

FREITAG  
SUPPLIERS

FREITAG  
PRODUCTS

FREITAG  
SERVICES

YOU

EXIT

REGROW

RECYCLE

COMPOST

UPCYCLE

PROLONG

PROLONG

SHARE

NOOS

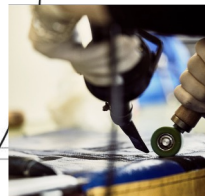
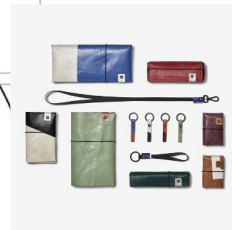
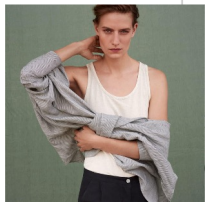
NOOS

NOOS

NOOS

NOOS

NOOS



Loggare: [check!](#)  
After a Month of Travelling it's time to  
leave beautiful Innsbruck. Back to  
Hamburg City!  
#Freitag #Freitag\_Lobby  
#TravelTheWorld #FreitagBag  
#Freitag #FreitagLab  
#greenwithFreitag #Freitagout  
#Freitag #FreitagLab #FreitagLab  
#FreitagLab

# BIOLOGICAL CYCLE

F-ABRIC



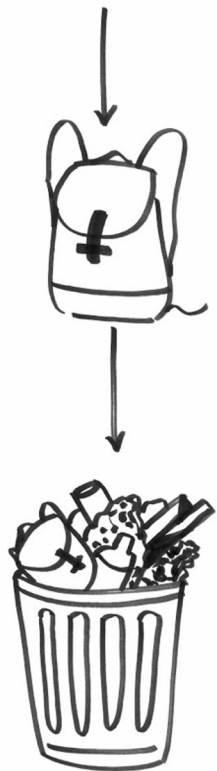
**[F-|AB|RIC] *noun:***  
**Durable, 100%**  
**compostable and**  
**sustainably produced**  
**textiles. Developed**  
**by the Swiss company**  
**FREITAG.**







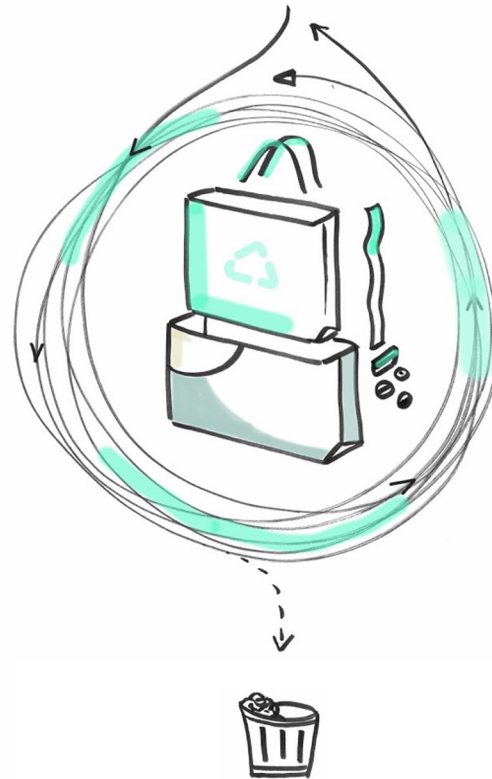
LINEAR ECONOMY



RECYCLING/ECONOMY  
UPCYCLING



CIRCULAR ECONOMY



# TECHNICAL CYCLE

RIP\* WITH ALL OUR SERVICES



\*Recycled Individual Product

# TECHNICAL CYCLE

## CUSTOMIZATION



SWEAT-YOURSELF

# TECHNICAL CYCLE

## CUSTOMIZATION

**FREITAG** **F-CUT** Next production date → May 11, 2022

EN EUR

Bag parts

TARP NUMBER 121406480 +036+110

Truck tarps

Show all

- Default
- Inside-out
- Extended

**F712 DRAGNET**

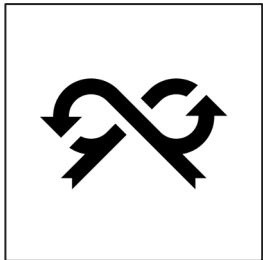
270,00 €

**PREVIEW**

F-CUT

# TECHNICAL CYCLE

SHARE



ACCESS

# 124

## rentals

0.03% rentals/sold products  
(2021)



freitaghamburg

7 months ago

Luggage: check!  
After a Month of travelling it's time to  
leave beautiful Indonesia. Back to  
Hamburg City! .

#freitag #frtg #frtg\_today  
#traveltheworld #freitagbag  
#luggage #travelbag  
#gonewithfreitag #rajaampat  
#boattrip #indonesia #papua  
#F512VOYAGER #F620DAVIAN  
#freitaghamburg

# TECHNICAL CYCLE

SHARE

# 7626

## matches

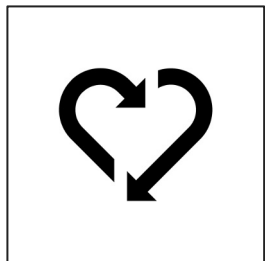
# 60

## swaps

1.72% matches / sold products

0.01% swaps / sold products

(2021)



S.W.A.P.



**>80 Mio.**

**reach global**

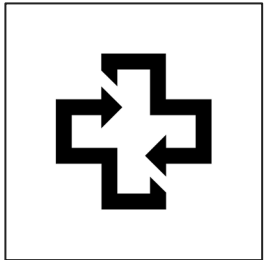
**100 %**

**OFF** 

**Don't shop, just S.W.A.P.**

# TECHNICAL CYCLE

PROLONG



REPAIR

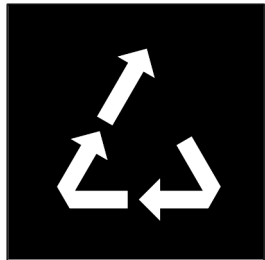
# 5473

1.2% repairs / sold products  
(2021)

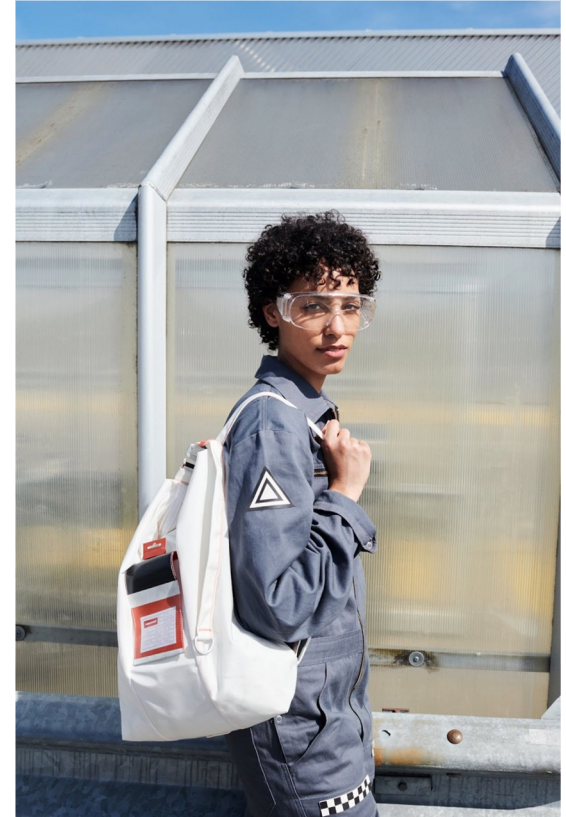


# TECHNICAL CYCLE

UPCYCLE

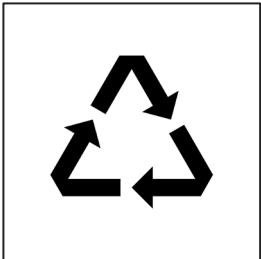


UPCYCLE



# TECHNICAL CYCLE

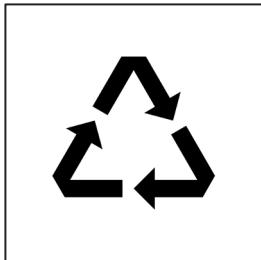
RECYCLE



RECYCLE

# TECHNICAL CYCLE

## RECYCLE



RECYCLE

**F** F385 CIRC-CASE

MADE FROM WORN-OUT SKI-BOOTS (TPU-R)

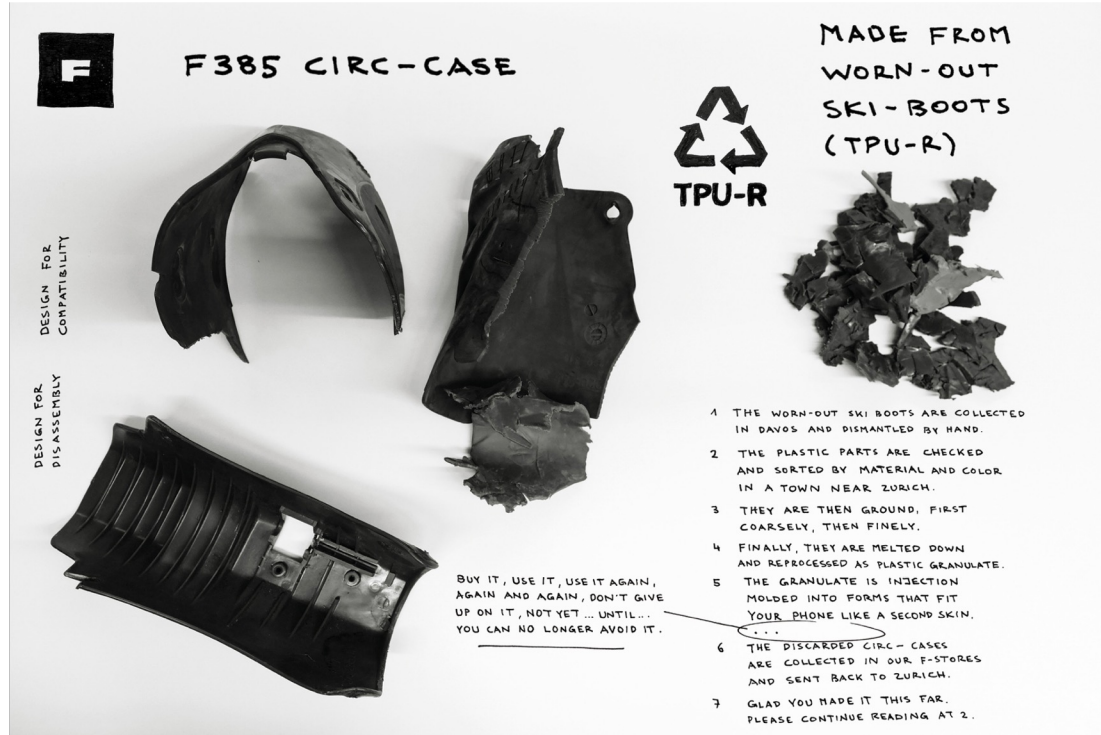
TPU-R

DESIGN FOR DISASSEMBLY

DESIGN FOR COMPATIBILITY

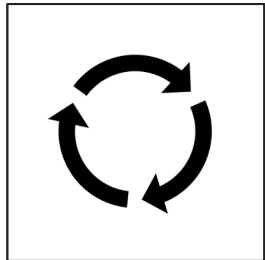
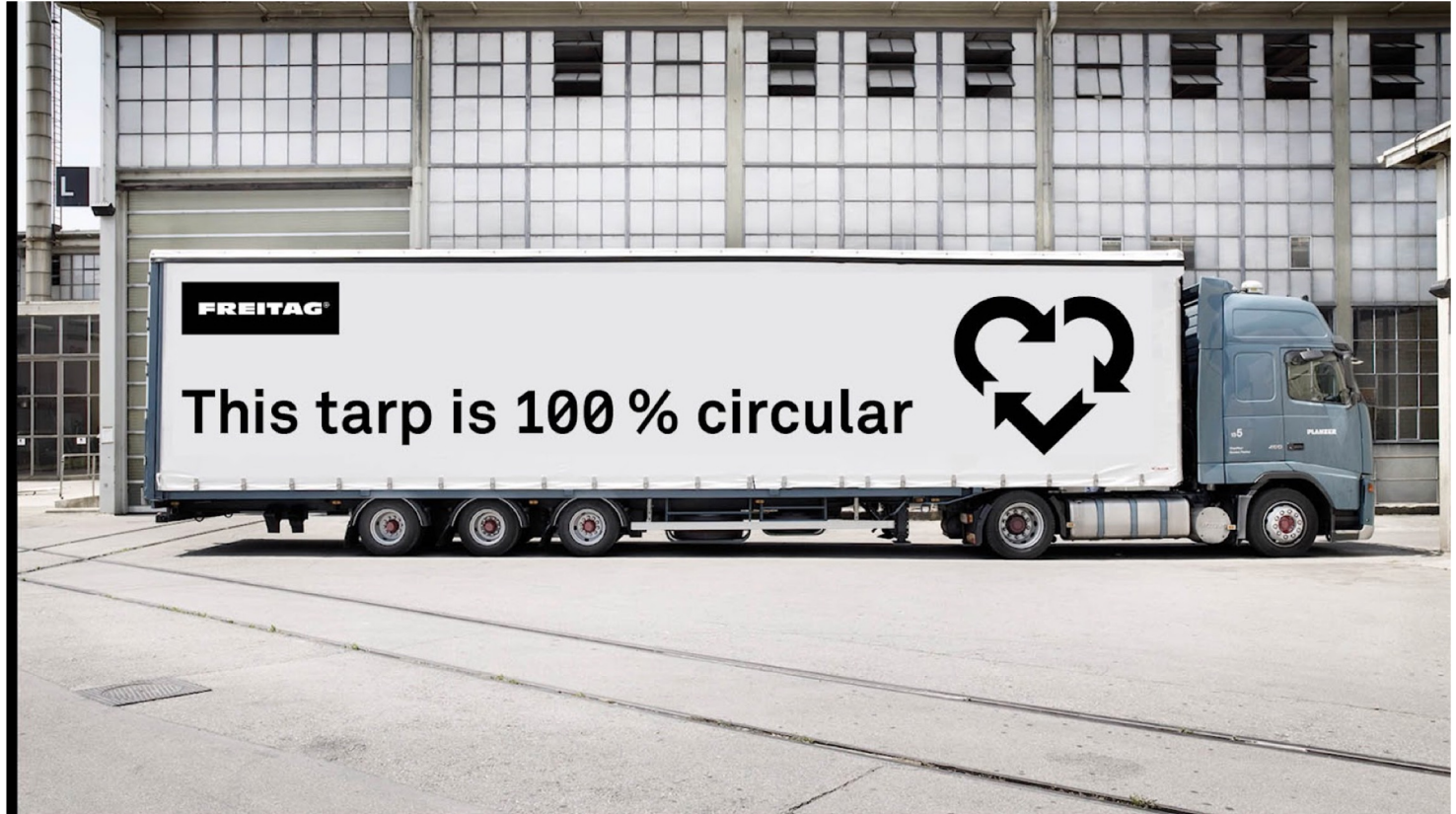
BUY IT, USE IT, USE IT AGAIN, AGAIN AND AGAIN, DON'T GIVE UP ON IT, NOT YET ... UNTIL ... YOU CAN NO LONGER AVOID IT.

- 1 THE WORN-OUT SKI BOOTS ARE COLLECTED IN DAVOS AND DISMANTLED BY HAND.
- 2 THE PLASTIC PARTS ARE CHECKED AND SORTED BY MATERIAL AND COLOR IN A TOWN NEAR ZURICH.
- 3 THEY ARE THEN GROUND, FIRST COARSELY, THEN FINELY.
- 4 FINALLY, THEY ARE MELTED DOWN AND REPROCESSED AS PLASTIC GRANULATE.
- 5 THE GRANULATE IS INJECTION MOLDED INTO FORMS THAT FIT YOUR PHONE LIKE A SECOND SKIN.  
...
- 6 THE DISCARDED CIRC-CASES ARE COLLECTED IN OUR F-STORES AND SENT BACK TO ZURICH.
- 7 GLAD YOU MADE IT THIS FAR. PLEASE CONTINUE READING AT 2.



# TECHNICAL CYCLE

## CIRCULAR TARP

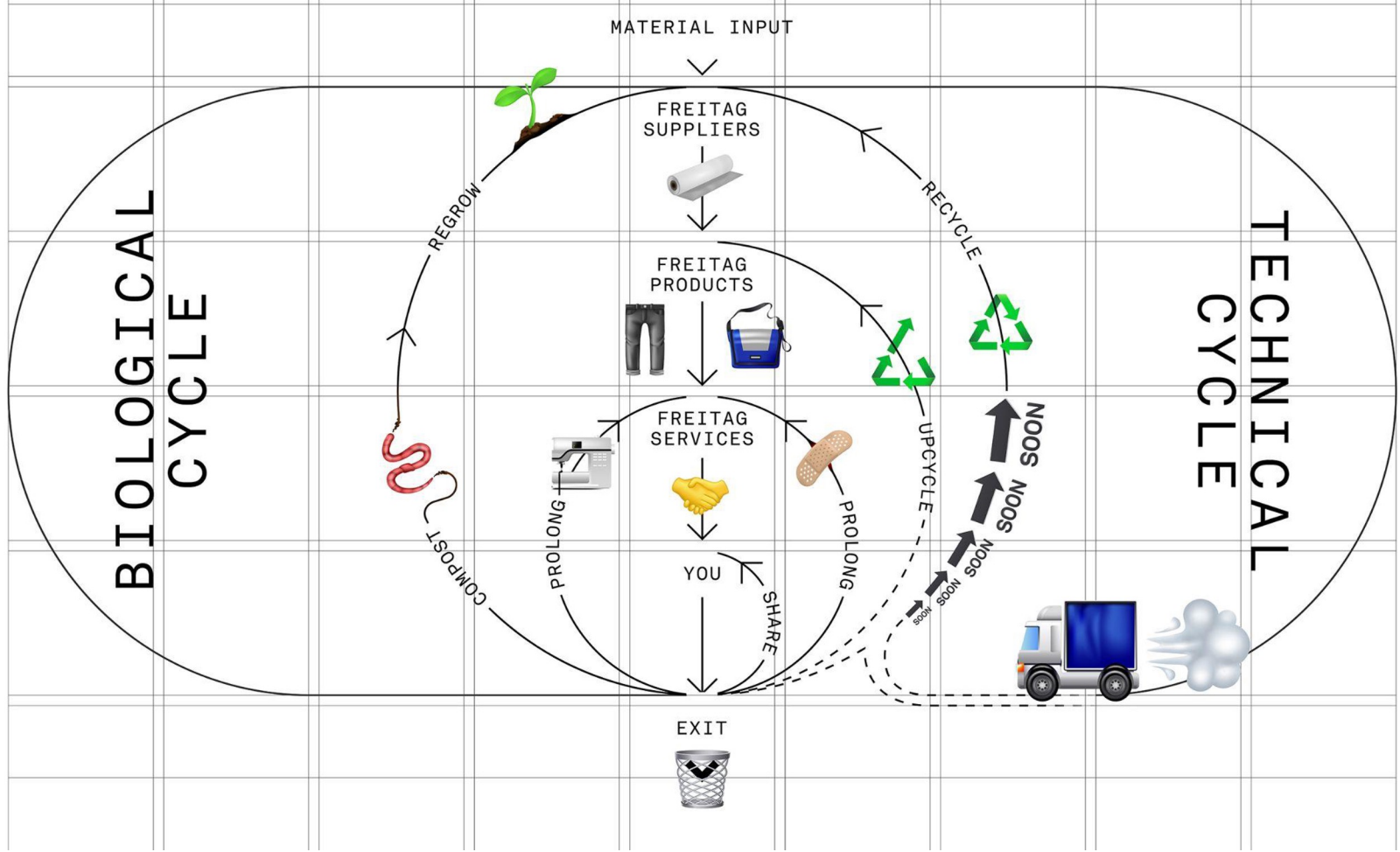


CIRCULARITY

# TECHNICAL CYCLE

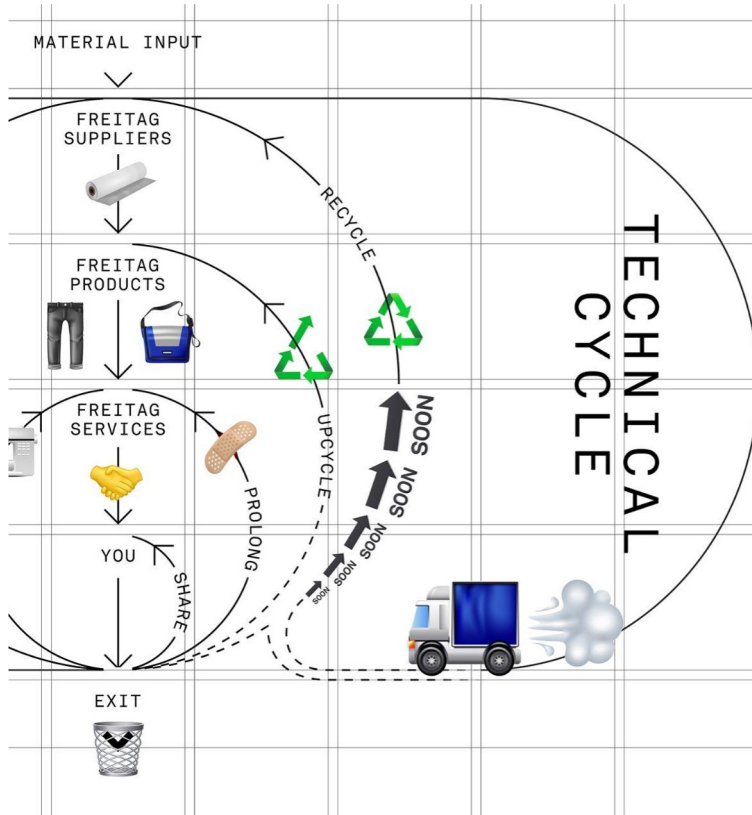
## CIRCULAR TARP





# HERAUSFORDERUNGEN, CHANCEN & LEARNINGS

FOOD FOR THOUGHTS...



**90%**

**circular material input  
(2021)**

**1.3%**

**circulating products  
thanks to circular services  
(2021)**

**<5 %**

**circular material output  
(2021)**

- Verfügbarkeit und Preise von rMaterial
- Konsumverhalten: Nutzung der Services steigern
- Bereitschaft und das Wissen der Kunden\*innen fördern
- «circular material output» erhöhen - Materialien, die sich möglichst gleichwertig rezyklieren lassen am Ende ihrer Lebensdauer
- Marktmacht KMU: Mindestmengen bereitstellen von Ausgangsstoffen für hochwertiges Recycling

**→ Teamsport**



**FERTIG®**

**Bigna Salzmann**  
**Sustainability Officer & Circular Technologist**  
**FREITAG lab. ag**

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**0768323013**