

Case Study J

Company Overview

Company: Martela
Location: Helsinki, Finland
Product: Office furniture
Type: OEM Remanufacturer
Remanufacturing Maturity: Mature
Contact: Anne-Maria Peitsalo (Responsibility Specialist)
Phone: +358 10 345 50
E-mail: Anne-Maria.Peitsalo@martela.fi
Web: <http://martela.com/>

Martela is one of the Nordic leaders in the office interior industry. It strives to offer the best workplaces environments, which has been guiding the company for seventy years. In addition to innovative and ergonomic furniture solutions Martela designs and implements various workplace related services. Martela helps improve the employee wellbeing while at the same time increasing the space use efficiency in workplaces, schools and welfare environments.

Motivation for Remanufacturing

The amount of furniture going to waste is high: it is estimated that in Finland it is about 100,000 tn/year. In 2014 Martela received about 3000tn of used furniture. More than 20000 pieces were sold to new users after cleaning, reupholstering and/or refurbishment. Through remanufacturing, material and energy resources can be saved, but Martela's motivation for remanufacturing is to offer better customer service and win new business.

Product Description

Martela designs and supplies interior solutions (Fig. 12), including chairs, desks, shelves and partition walls, for working environments and public spaces. Martela offer ergonomic solutions for modern working environments - for mobile work and activity based offices. The objective is to provide customers and partners with the best service in the business and high-quality and innovative products. Fast deliveries and an efficient delivery network help attain this objective.



Fig. 12 Martela Furniture Portfolio

Design for Remanufacturing

Martela develops its own designs. The main design objectives include usability, good ergonomics, visually pleasing products. There is no official DfRem process adopted, but the following features support it: easy disassembly and upgradeability, modularity, standardization of components, reusable packaging. Industry

standards define the requirements for durability and other technical features, where manufacturability is also taken into account.

Environmental Benefits

The effect of remanufacturing has not been evaluated.

Economic Benefits

For the customer remanufactured products are typically cheaper than new ones but there are also cases when they are more expensive (for example with specific upholstery or when new products are not any more available). For the company, the customers are usually different from the customers of new furniture. Thus new business can be derived.

Social Benefits

Corporate social responsibility means that Martela takes responsibility for the impact that it has to the community, the environment and among other interest groups. Martela takes responsibility for total life cycle of the product: from product design and supply chain to production and customer service, maintenance service during the use time and finally when customer no longer needs the product with product recycling with emphasis in giving a furniture a new life.

Business Models

Martela retrieves used furniture typically when selling new products. The remanufactured products are sold through a specific outlet-channel.

Future Challenges

To perform remanufacturing, sufficient amount of cores need to be available. Currently this is true in Finland, but not in other market areas yet. There are also some challenges in the type of used furniture and demanded furniture.