



ULRICEHAMN 2020-01-28

Reuse the entire office – over and over again

To rethink, make something new of something old and changing habits can be difficult. But Gotessons have now taking the step forward, into the circle. At Stockholm Furniture Fair 2020, the company presents its new investment for a sustainable future – and shows what it means to make a Loop.

Let us not play with words. Like many others in the trade, Gotessons need to become better at sustainability. Climate change doesn't allow you to wait, especially if you are a part of a business that is characterized by short-term fashion trends. It is time to take the step forward, into the circle.

Less talking, more doing

Environment and quality work are ongoing at Gotessons and they are also not scared of big investments. Products are known for delivering high level functionality and quality. At the same time, Gotessons have been quite bad at talking about it. Despite the company's product palette displaying many years of experience in environmental responsibility and quality design.

That they are persistent, for example, because a lot of effort goes into choosing the right material. There is a line of reliable products that represent Gotessons interior design vision which combines functional design with a long lifespan. But it's not enough to only let the assortment speak for itself.

Experience in quality

One of these products is named SetUpl and has proved to be a big seller since it was launched in 1997. SetUpl is a rotatable recycling station that makes it easy to recycle right next to the desk. It's not only a practical solution that saves time, it also raises environmental awareness at the workplace.

– As a company, we have always worked with high quality. That is why we have the conditions to invest in Loop, explains Stellan Bygård, quality and environment manager at Gotessons.

Reuse the office

To think circularly from drawing table to finished product, in material, design and services. To combine sustainability with quality. That is exactly how Loop works and is only the beginning. The recycling concept Loop in fact applies to furniture, interiors or whole offices. The products Gotessons create should be used a lot and by many, but above all, over and over again.

– We don't want to develop products that are wear and tear, emphasizes Stellan Bygård.

Take the desk screen A30 as an example. The screen, also known as ScreenIT, is a reusable sound absorbent that was launch in 2010. With Loop, the customers now have the possibility to send in their old desk screens, have them serviced and reupholstered to make them as good as new again.

The future is looped

Gotessons sees the future office as circular, a workplace that will be looped. Long-term solutions are what the products have always stood for. The vision for a sustainable future stretches over the whole office landscape and over several generations.

In the future, there are plans for a LOOP shop. There, looped products will be sold, products that have been used but have many years left in their life cycle.

Come and visit Gotessons at Stockholm Furniture Fair 2020 4-8 February, where we will launch our new sustainability investment Loop by Gotessons.

If you have any questions, please contact Jessica Carlstein at jessica@gotessons.se

GOTESSONS

+46 (0)321-68 77 00 INFO@GOTESSONS.SE WWW.GOTESSONS.COM