

# CIRCULAR ECONOMY BEST PRACTICES IN THE FURNITURE SECTOR



## vel\_you beds



By: *Veldeman Bedding*



Veldeman Bedding NV, Belgian furniture producer, takes a circular lifecycle view for their products.

## Why are their products a success?

During their life span, beds and mattresses can be upgraded and modulated as much as the customer wishes, while keeping the materials reusable, sustainable and recyclable. At the end of their lifetime, every fragment of these award-winning beds remains valuable and can be repurposed. Successful due to: design for disassembly, allowing reuse, refurbishing and recycling, use of monomaterials, comfort and aesthetics achieved and similar price to standard products.

## Lessons learnt

New “circular” products also require new “circular” business models.

## Challenges

R&D: ECO-DESIGN and maintaining same level of comfort, looks and price.  
R&D: Developing new production methodology and raw materials to achieve the above.

## More information/Contact

[Veldeman Bedding](#)  
[EFIC collection of best practices](#)

Veldeman Bedding:  
[geert.geerkens@veldeman.com](mailto:geert.geerkens@veldeman.com)  
EFIC: [info@efic.eu](mailto:info@efic.eu)