

BAUX CONTEXT

In 2013, Johan Ronnestam, Fredrik Franzon and the founding members of Form Us With Love; Jonas Petterson, John Löfgren and Petrus Palmér set out to innovate the world of acoustic materials. Together, they had a mission to create a global interior and architect material brand that created better working conditions for the people worldwide.

BAUX products are mainly produced and manufactured in Sweden. However, they have also established local factories in the USA and Australia to shorten lead times and reduce transportation emissions.

They offer acoustic products made of different materials and configurations: panels and ceilings made from wood wool, recycled pulp (100% bio-based) and flexfelt screens for dividing desk and floors made from certified rPET (recycled PET) bottles.

Regarding the products made from discarded plastic, these panels are constituted by 100% of PET, whereof around 60-65% is post-consumer rPET. They have the Oeko – Tex Standard 100, class I and are completely recyclable after their lifetime. The traceability of the rPET is certified by GRS (Global Recycle Standard) and accredited by IOAS (International Organic and Sustainable Accreditation). This rPET comes from recycling entities across Europe.

They are targeting a broad client catalogue: they are in constant communication with architects and interior designers and their end customers are offices, schools, restaurants, public spaces, hotels, etc. Their products are sold in a global market, mainly in the United States and the European Union. Among their biggest customers are Google, Amazon, Adobe, Netflix, etc.

BAUX was founded on the belief that building materials should be sustainable, surprisingly functional and remarkably beautiful. The company designs, produces and markets functional construction materials that meet the contemporary expectations of architects, engineers and builders without compromising tomorrow's safety and environmental standards. The vision of the founders considers sustainability as a fundamental part of their business model; design of sustainable acoustic building materials for the future by producing environmentally friendly materials today; provide long lasting, functional solutions for their customers and help to build societies that can support fully sustainable lifestyles.

THE IMPLEMENTATION

The development and creation of BAUX Acoustic screens has been possible through the cooperation with other agents in the rPET value chain: the business that collects, washes and cuts the plastic waste to create rPET pellets, a company which transform the rPET pellets into spun fibres and a partner that creates a non-woven fabric from rPET fibres. Once they have this material from their supplier, they design and manufacture the felt panels.

To avoid generating any excess materials during production, textiles are carefully pressed (not glued) into a single standardised sheet and precisely cut to create the final panel. This not only reduces the amount of wastes but increases the degree of circularity of the product because it is made of a single material easily recyclable (rPET). They have also considered a minimal number of hardware pieces to avoid unnecessary production.

BAUX is currently analysing other materials coming from plastic wastes to manufacture its products. When searching for new materials, they critically evaluate every aspect using the following criteria: good traceability to know its source of origin, absence of dangerous substances, low amount of VOCs (volatile organic compounds) and possibility of recycling or reusing the material at the end of life of the product.

In this sense, they are currently analysing new sources of recycled materials for their panels such as textile offcuts made of PP (polypropylene) or discarded fishing nets (a mix of polymers: PP, HDPE, nylon). They are studying the industrial and economic viability of using these materials.

Cooperation relationships with other companies are essential in this research of new material inputs. They have established contacts with several businesses from different sectors which will supply BAUX other types of plastic wastes. In addition, the company is considering implementing a circular business model in cooperation with some of these suppliers, where the material will be transformed into acoustic panels and returned to them.

Regarding the market strategy of the company, BAUX products reach the market through distributors who are located worldwide.

IMPACT CREATED

BAUX tries to be in the frontline and educate the customers to select a sustainable alternative. Changing their industry is the goal, and challenging their peers is also important. They have

a strong commitment with offering transparency to their customers, i.e. measuring the carbon footprint generated by all their activities (raw materials procurement, transportation, production...). Their main contribution is pushing the sector to be more sustainable.

Other companies in the acoustic industry are already using rPET so these felt panels are not their most innovative product so far. Working with textile offcuts and the recycled pulp represents a higher degree of innovation.

In addition, they are trying to take it a step further, by designing their own screens and making them more circular. Many screens in the industry use several materials which makes them harder to recycle after their lifetime. They implemented a more recyclable design, by eliminating the need of using glue or metal pieces to join the textile. They have modified the process to mould two textile pieces together, which allows them to easily recover the material afterwards, allowing them to make new panels and closing the circularity loop. That is maybe their biggest innovation: the intentional design for recycling.

MORE INFORMATION

- Website: <https://www.baux.com/products/acoustic-felt/flexfelt-system>
- Pictures:



- Videos:

<https://vimeo.com/698270752>

<https://vimeo.com/573565029>

- Social Media

Facebook: <https://www.facebook.com/bauxdesign>

Instagram: <https://www.instagram.com/bauxdesign/>

Pinterest: <https://www.pinterest.es/bauxdesign/>

Vimeo: <https://vimeo.com/baux>