

ELECTROLUX VACUUM CLEANER

EXAMPLE

Electrolux takes a new important step on the journey towards circularity with a prototype for change. Together with Stena Recycling, Electrolux has developed a vacuum cleaner made of 100 percent recycled and reused materials. The plastic and components originate from consumers electronic products, such as used hairdryers, vacuum cleaners and computers. The project addresses some of today's key recycling challenges while exploring circularity in household appliances.

More than 400 million metric tons of plastic are produced globally every year, but less than 12% of this comes from recycled materials. Therefore manufacturers have difficulty finding enough safe and consistently high-quality recycled material. As a pioneer, Electrolux was first in the industry in 2010 to raise awareness about the global shortage of recycled plastics through the Vac from the Sea project. The volume of products containing recycled material has since increased across the industry but remains at low levels.

To step up the pace, Electrolux is partnering with Stena Recycling in the collaboration Circular Initiative. The goal is to learn more about how to make the market for recycled plastics function as well as for virgin materials. The first concrete result is a visionary vacuum cleaner made of 100 percent recycled plastic and reused components from electronic consumer products. The prototype is developed to explore circularity in household appliances.

MORE INFORMATION

- ❑ Website: <https://www.electroluxgroup.com/en/electrolux-presents-vacuum-cleaner-made-of-100-recycled-and-reused-materials-31759/>
- ❑ Pictures:



- ❑ Social Media

Linkedin: <https://www.linkedin.com/showcase/electrolux-professional-france>

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