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Reduction of consumption with the use of new technologies

DILEOFFICE Spain

In partnership with:

With financial support
from the EU



Introduction:

<p>DILEOFFICE S.L.</p> <p>Pol. Ind. II, Avda. de Valencia S/N, 03420 Castalla (Alicante)</p> <p>Tel : 965 56 1177</p>	 The logo for DILEOFFICE is a red rectangular box with the word "DILEOFFICE" in white, bold, sans-serif capital letters. The letter "O" in "OFFICE" is replaced by a white silhouette of a person sitting in an office chair, with their arms raised in a gesture of triumph or excitement.
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Company's Description:

Dileoffice started its activity as a manufacturer of office seats in November 2001. Many were the obstacles to overlap but thanks to the confidence of the distributors and the efforts of the employees, the project developed in a remarkable way. In 2002 a series of Operational Programs were placed in the market and in a short period of time they put the company in the great consumption segment of quality products in specific designs for office and home. Finally in 2003, its facilities were expanded and of its armchairs have been turned into one of the most famous products among the clients. Since its launch its been considered as a product of great design the originality.

Sub-sectors affected:

- X Wood and furniture sector in general

Implementation Process:

Its in fact the first company in Spain and one of the first in Europa that begun to use the social networks and new technologies in order to help the professionals and clients to assemble its products. The preassembly of the product is being filmed while carried out within the factory whereas this video is uploaded on the company's channel in Youtube and from there, the consumers can follow the instructions and assemble the product correctly. In this way, clients only have to deal with a video showing them the way of assemblment instead of a book of instructions in different languages.

Initiated practices:

The company uses the social networking in order to expose its products and to interact with is clients. The idea of uploading videos with the assembly instructions on the company's YouTube chanel emerged out of the necessity to look for new usages of the social network. The object of this initiative is to use YouTube in order

to help the clients to assemble the products through a virtual tool by simply following the shown instructions.

Results:

With the use of new technologies the company accomplishes two very concrete goals. Firstly, the simplifying of the instructions manual and so the assembly of the products and secondly to save up 1000 kg of paper per year which would normally had been used for the instructions manual and the labelling of the products. It's a very simple and visual initiative. There is no further need for the translation of the manual because the right informations are been given through images and no verbal language. Finally a reduction of pare consumption is being obtained through a small investment on the commercialization stage of the product which can lead to a serious cost savings for the company and to a major sense of environmental respect for the employees.

Recommendations:

By implementing any kind of initiative no matter its greatness, implies that the company acquires a commitment to environmental conservation and respect and reduction of resources which most probably will lead the company into taking new actions concentrated in the objective of environmental improvement. The use of new technologies involves a change in the processes the majority of which implies a resource consumption saving and finally cost saving.

Conclusions:

The company has achieved the improvement of its productivity by launching a small and simple action focused in saving and efficiency of the resource consumption engaging for this initiative, new technologies that are widely available for everyone. It has also achieved the incorporation of the environmental variable in the company's marketing policy and also the improvement of its image in the face of the consumers.

Keywords:

- X Processes
- X Cost benefits
- X Marketing