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Reuse of waste as
raw material

Royo Group
Spain

In partnership with:

With financial support
from the EU



Introduction:

<p style="text-align: center;">Royo Group</p> <p style="text-align: center;">Calle del Rio Vinalopó, 63, 46930 Quart de Poblet. Valencia (España)</p> <p style="text-align: center;">Tel : 0034 963897373 Email : info@royogroup.com</p>	
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Company's Description:

Royo Group is 40 years old. Its international turnover is 80% and over 400,000 items of bathroom furnishings are sold per year. The company has four sales offices, three manufacturing plants, over 10,000 points of sale throughout Europe and employs 550 staff, 50% of which work outside of Spain. It is the result of an organisation sustained by strong values that are its foundation and substance: the previously mentioned multinational personality which exports our products to over 90 countries, the originality in the sector which drives us to create and reinvent the bathroom world, the continual development of business management and organisation, and the fostering of talent in all departments of the company. Our future plans include the development of new projects, some of which are already a reality such as our R&D&i unit, a centre of excellence dedicated to design, engineering and driven by the talent and creativity of our team. To contemplate the company's history is to trace back a path of continuous improvement, effort, confidence and teamwork. These values are the key to achieve personally designed products with high quality and functionality oriented to our customers.

Sub-sectors affected:

- X Furniture (2nd Transformation)

Implementation Process:

At the company's Innovation Center there is a work area with a main working space where various professional specialities focused on the field of innovation are carried out, and a trial laboratory where raw materials and new designs are studied. The great business challenge for the company is to promote innovation technology culture. This innovation policy converts R&D&i into the main tool for the continuous improvement of production, products and services.

A highly valuable strategic variable that boosts the acquisition of competitive advantages to confront future challenges. Innovation is an open and ongoing company process in which internal and external partners participate: companies, suppliers, clients, universities, technology centres, industrial organisations and public institutions through programmes and agreements, knowledge sharing, risks and costs. It goes beyond R&D&i projects and has positive repercussions in society and satisfies its needs. From this center arises the project to develop and obtain a raw material different from the residues generated in the production process, more ecological raw material, but that is also more resistant and longer lasting.

Initiated practices:

The company has developed a cross-functional process that starts in innovation, where the ideas come to life, pass through management and industrial processes and became a final product. Innovation and globalization characterize this new stage of maturity. The Production, Logistics, Quality and Maintenance Departments organise their management in independent working groups or Gaps, which are coordinated and supervised to achieve continuous improvement in the processes of each area. The Assembly Section perfects the level of quality and improves productivity thanks to the application of a Hoshin, changes in layout, in supply methods and in the workstations. The new Quality Methodology detects and resolves problems at source and reduces the level of defects via the QSE (Quality System Efficiency). All this has led to the company doing research and development projects based on trying to recover the wood waste (chips, sawdust, cuts, chips and boards remains) to convert it to raw materials that comply with technical requirements and have lower environmental impact.

Results:

The company is in process of getting sustainable raw materials to make the bathroom more durable and eco-friendly, from the waste generated during the manufacturing process of the furniture, reusing it as new raw material. This new material will be used initially in the manufacturing, used in the structures of the furniture. This product ensure low consumption and reduced impacts on the environment during production and use of the product, because the product's lifetime is 5 times higher than of conventional raw materials in high moisture environments. This product innovation will prevent the deforestation and allow greater absorption of CO₂.

Recommendations:

Investments in reduction of the consumptions of resources and rationalisation of the consumption of raw material. It is very important to carry out changes in the attitude of the people and the organisation. Think about how to do more with less.

We invite you to rethink the production methods and to reinvent social practices so that they can become sustainable.

Conclusions:

The company contributes to the protection and improvement of the environment because it performs investing to prevent environmental pollution and a production conceived in the maximisation of the "3Rs", Reduce, Recycle and Reuse, managing the waste they generate. The company is truly involved in sustainable development because it has achieved a greater efficiency in the consumption of materials and energy, by linking the production to the responsible wood consumption, and it has undertake changes in production processes directed to the optimisation and use of more efficient alternative techniques. This investment directed to the protection and progress of the environment influence the employment because it contributes to the creation of a model of employment growth based on companies competitiveness and productivity, and it's aimed to environmental protection and growth.