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# Rethinking the product's end of life stage

## Alfa Fenom France

In partnership with:

With financial support  
from the EU



## Introduction:

<p><b>Alfa Fenorm</b></p> <p>France</p> <p><a href="http://www.alfafenorm.com">http://www.alfafenorm.com</a></p>	
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## Type of innovation:

- X Technological
- X Productivity
- X Competitiveness

## Affection by Sector of the innovative solution:

- X Technological
- X Productivity
- X Competitiveness

<b>Company's description:</b>	Manufacturer of wooden and PVC Windows..
<b>Company's previous status:</b>	Manufacturer of wooden and PVC Windows.
<b>Innovative solutions:</b>	In the program CIM - ECO ® ( <a href="http://www.polefibres.fr/concevoir-autrement/">http://www.polefibres.fr/concevoir-autrement/</a> ), the company Alfa Fenorm, implemented particularly a dismantling and recycling sector that deals with all of the products without cost for the company.
<b>Way of implementation:</b>	Alfa Fenorm has set up a circuit of recovery and recycling of window enhancing materials at the end of life while contributing to reduce cost of operation of the undertaking. She's gone from a cost estimated at € 160 per ton previously at a cost almost zero currently.

	<p>However, Alfa Fenorm also discovered that a large number of materials wood at the end of life were not easily recyclable because of many pollutants. Alfa Fenorm has launched with CIM - ECO ® a reflection on the eco-design of a window wood of a new generation. Thanks to the CIM - ECO ® approach, Alfa Fenorm was one of the first French companies to be evaluated 'AFAQ-ECO-design' (February 2012).</p>
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### Outcomes:

New products  
New markets  
Cost reduction

### Recommendations:

Whatever the structure of the company, its size, its history, rethinking production, and consider the end of life of products is a source of renovation of production and markets.

### Conclusions:

In 2009, the company Alfa Fenorm, manufacturing wooden became anecdotal, for the benefit of the PVC. Today, wood represents approximately one third of its turnover and the company grew from 5 to 10 employees. The eco-design approach has enabled this company to grow and perpetuate its activity.

### Keywords:

- X Cascade use of wood
- X Footprint/blueprint
- X Cost benefits