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Achieving products' longevity: tradition & ecology combined

Valcucine  
France

In partnership with:

With financial support from the EU



## Introduction:

<p><b>Valcucine S.p.A.</b></p> <p>Via L. Savio, 11          (per GPS: Via Arturo Malignani, 5)          33170 Pordenone (Italy)          Tel: 0039 0434 517911</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

<p><b>Company's description:</b></p>	<p>After the boom of mass production, the future of made in Italy by VALCUCINE passes now through the rediscovery of the traditions and techniques of the past.</p>
<p><b>Company's previous status:</b></p>	<p>Industrial manufacture of kitchen</p>
<p><b>Innovative solutions:</b></p>	<p>Increase the longevity of the products by relying on the values of the tradition. More an object lasts a long time, most can be considered sustainable. Craft achievements contribute to its aesthetic duration since the customization and manual work create an affection towards the object and thus a greater aesthetic duration. The result is a longer useful life of the object, i.e. a longer life cycle, which reduces its impact on the environment and therefore, which increases its eco-compatibility.</p>

	<p>Circular economy is opposed to the traditional model of linear consumption (where 60% to 80% of the resources are being wasted at the end of the linear extraction-production-consumption-waste). This new mode design products involves a new mode to undertake that can be summarized in two main objectives:</p> <ul style="list-style-type: none"> <li>- Solve the problem, at least in part, from the supply of raw materials which, it goes without saying, are not infinite. Moreover, they are difficult to access with costs increasing and highly variable;</li> <li>- limit the production of waste on the part of the industrial system, helping to reduce the economic and environmental costs of the disposal procedures and by initiating a virtuous circle in a world of finite resources.</li> </ul> <p>Valcucine aims to reduce the impact of its production on the environment for many years, both in the present that in mind in the future and apply the motto ' we have a dream: a world without waste.</p> <p>No use of glue and, therefore no traces of formaldehyde. In addition, they easily disassemble at the end of their life cycle and they are designed to be reusable in 80% and 100% recyclable.</p>
<p><b>Way of implementation:</b></p>	<p>Design a kitchen for expressing the values of tradition through the recovery of various ancient craft techniques: the pyrography, inlay, engraving and the mosaic for ornaments from wooden surfaces, the Bush-hammering for the surfaces of sideboards of the work plan.</p>

**Outcomes:**

New markets and new products

**Recommendations:**

Inspire the supporting element of traditional value designs, integrate as soon as the design issues of recycling, end of life of products, reduce waste production, distribution and reduce the use of the more impacting products

## Conclusions:

Faced with increasing and delocalization of the production of mass and the entry-level, the rediscovery of the traditions and techniques of the past can be a major asset in increasing the added value of a product line. Associated with a reduction in waste, inputs, and an anticipation of the end of life, this approach allows increasing the intrinsic value (low environmental impact, social advantage) and the added value of products.

### Keywords:

- X Cascade use of wood
- X Processes
- X Construction