

IKEA promotes waste

IKEA celebrates The Global Recycling Day and is going all-in for a more sustainable future.

Avoiding waste and using resources efficiently is part of the IKEA way of working. It's about getting creative with materials and to see solutions where most see waste. With the ambition to find methods to create more sustainable interior design, one of our product development teams asked themselves a question: "Would it be possible to use recycled waste instead of new materials, in our kitchen range?" That's how KUNGSBACKA was born.

Your waste is valuable to us

In this IKEA ad, the Swedish furniture giant promotes the usefulness of waste by featuring a named and priced PET-bottle. This could seem quite odd if it wasn't for the fact that the KUNGSBACKA kitchen fronts – a black on black, sleek front is made out of recycled PET-bottles and recycled wood. In a new life, around 25 half-litre bottles are recycled for each front.

"Our products are bought by a lot of people, and by offering more sustainable alternatives, we actually have the opportunity to contribute to a change." – Says Anna Granath, Product Developer of KUNGSBACKA

The work is created by ACNE and IKEA Creative Hub and will launch on global recycling day in social media across all markets.

Credits

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