

CIRCO



Brink Industrial Lune

'Having gaps in your circular proposition is not a huge deal; five per cent is better than nothing at all. You will gradually meet partners who want to help and collaborate.'

- Wido van den Bosch, Lune
Participant in the CIRCO Track

Lune

Challenge

At the recommendation of a customer in 2003, Brink Industrial took over Lune, an English company producing flower boxes. The company gradually shifted from flower boxes to dustbins, as their sales depend less on economic developments. Around 2013, the Waste to Resource (Van Afval Naar Grondstof, VANG) programme was launched. The next step was obvious: Lune joined the Green Deal Circular Procurement (Green Deal Circulair Inkopen) and started bringing the circular dustbin to market.

Circular design strategy

Lune produces circular waste separation systems for both indoor and outdoor use. Its indoor dustbin, which is made from recycled materials, is easy to repair and adapt to new waste flows because of its modular design. Users can select their own composition of bins, depending on the waste that the company or person is willing or able to separate. Used parts are recycled into new products in the dedicated refurbishment workshop. The separate components can be repaired as well. In addition to indoor dustbins, Lune has also developed a logistics concept for outdoor use. Its Bubble dustbins for city centres can contain a large volume of waste, so they need not be emptied as often.

Circular business model

The company applies a range of business models and contracts. Customers may buy, lease or rent the dustbins. Lune always offers to take back the product for refurbishment as well. The company has saved costs due to the modular design of the dustbin. Having the various components of the dustbin in stock allows all customer requirements to be met, without needing to produce a whole new dustbin for each order. The colour or composition can even be changed right up to delivery.

Result & follow-up

Lune dustbins are meanwhile used in a huge number of locations, from ministries and companies to the streets of Berlin. Customers generally prefer buying the bins rather than leasing or renting them. Many purchasers apparently make the cheapest choice at first glance, even though leasing usually has a lower total cost of ownership. Lune has recently expanded its activities with 'Made circular by', which is a programme to help other companies achieve circular solutions.