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Success Story

Re-Form furniture

Background

Re-Form furniture is made from reclaimed timber and recycled plastic sheets made from post-consumer waste polyethylene bottles. Aaron Moore established a workshop to design and make furniture in 1992. Since then he has exhibited his work widely, fulfilling bespoke commissions to a wide range of clients. Following the successful development of the Re-Form furniture range, Aaron is now looking to implement a business plan which will scale-up and automate production, making the Re-Form range more competitive.

- *"... everywhere you go in Africa you see people recycling everyday objects ... it's something that's stayed with me for a long time. ..."*

Profile

Established	1992
For-profit	Yes
Turnover	Unknown
Employees	1
Products	Furniture
Recyclates	Timber and plastic
Annual volume of recyclates	Unknown
Product recycled content	100%
Post-consumer waste content	100%

Products

The Re-Form range of furniture includes chairs, stools and tables which exploit the durability and unique aesthetics of the recycled materials used. All Re-Form products are currently handmade to order.

- *"... every piece is unique because no piece of plastic is the same. ..."*

Recycled materials

The Re-Form product range is made entirely from recycled HDPE plastic sheeting and reclaimed wood.

- *"... it's a nice material to use and it's quite fun. ..."*

Marketing & promotion

Re-Form products are one-offs which command a relatively high customer price. Commissions come from word-of-mouth recommendations and a website.

- *"... organisations which have got an environmental bent to them ... could ideally order furniture like that just as a showcase for what's out there ..."*

Lessons for success

- Marketing: *"... marketing is the biggest issue ..."*

Current challenges

- Cost: *"... I can't produce it in large enough quantities to bring the price down and therefore to find a wider market ..."*
- Social enterprise: *"... I'm looking into some sort of social enterprise scheme ..."*

Further issues

- Designer responsibility: *"... as a designer you have a certain responsibility to produce products that maybe point a way towards something that is more sustainable ..."*
- Consumer awareness: *"... I think a lot of money has got to be spent by some organisation or even by some part of the government to raise the consumer awareness for this sort of product ..."*

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