

# Waste container BIG BIN

Company: Formato Verde

Designed by: FrutoDS

## What was the challenge?

Challenge 1: Market launch of a new family of waste containers. The aim was to transform an apparently irrelevant product into a value added one by transforming a waste container which entails certain feeling of rejection and refers to something unhealthy, and get it to become part of the urban equipment.

Challenge 2: Formato Verde already had a large experience in the sector by distributing and marketing products from third parties, but makes the leap into designing, developing, manufacturing and marketing of their own products.

Challenge 3: The study of the design means a challenge for FrutoDS since it took the responsibility of the design, development and industrialization of a complex product whose parts are manufactured by different companies which use diverse processes and also, performing ongoing improvement processes based on the behavior of the products in such a hostile environment as is the street.



## How design helped?

After working together and sharing experience with the department of industrial design, both in and out the company, FrutoDS got a better comprehension of the project context.

Five years ago, Formato Verde was not a predominant company in the sector and its own production system did not have proper resources to invest in moulds, but regarding FrutoDS design, the company found a way which did not imply high investment for manufacturing a new container.

From the start, both companies work together so that the end price of the product did not exceed a strategic limit and thus resulted attractive in the sector. Also, the description of the product was defined as well as its after-sale design, development, industrialization and ongoing improvements.

The new products have resulted to be the starting point of the great change of Formato Verde in barely 5 years.

## What is the impact?

Nowadays 75% of the total invoicing of the company comes from the selling of the new products within the range of BIN (Big.Bin, Small.Bin, Clip.Bin, Under.Bin and Back.Bin).

For the last 4 years, Formato Verde has accumulated a growth of 40% with respect to the total invoicing during the previous year and has improved its profitability in a 7%.

Not to forget that during the time of crisis many companies within the sector closed down and others experienced a very tough time to remain in the market.

After the crisis, Formato Verde has become a reference company and a leader in the national market in terms of sales.

With the incorporation of Back Bin to the product catalog almost 100% of the collection system will be covered, thus allowing the company get access to any public tender both nationally and internationally.

Formato Verde has entered the international market by exporting its products to different countries as for instance France, Turkey or even to the green worldwide leader city of Singapore.



*40% company growth*

Design4Innovation partner: Galician Agency of Innovation

Country: Spain / Galicia