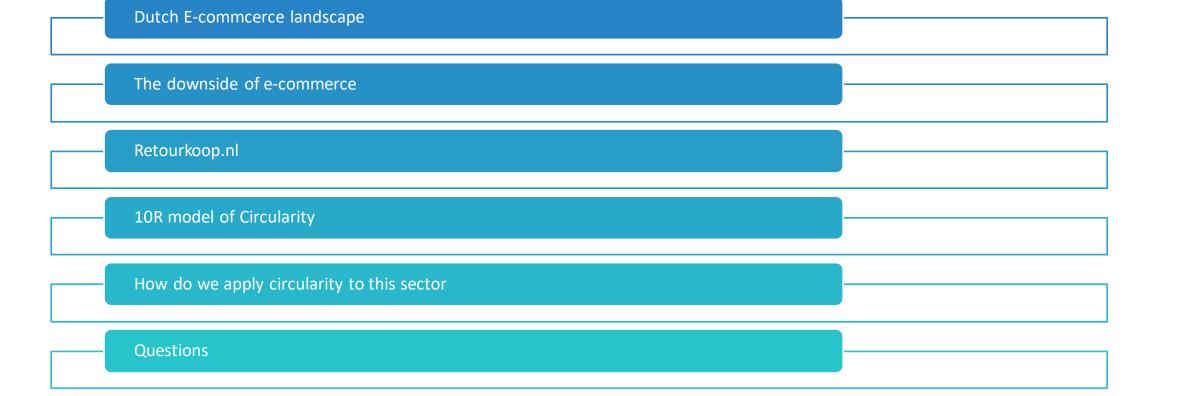


#### A sustainable purchase for a return price

BY YARNO DE HIEP, FOUNDER OF RETOURKOOP.NL, DATE 20-4-2020

### Program



### Dutch E-commerce

Started in 1985 with a 24 hours telephone order service

1995 they launched the first webshops

Free shipping, Free return

24 Hours delivery

Groceries

### The downside of E-commerce

Our house is our fitting room

13% of the products are returned in the Netherlands

10% is the everage number in Europe

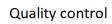
44% of the returned products are from fashion (Netherlands 2019)







Buy In Returnd products





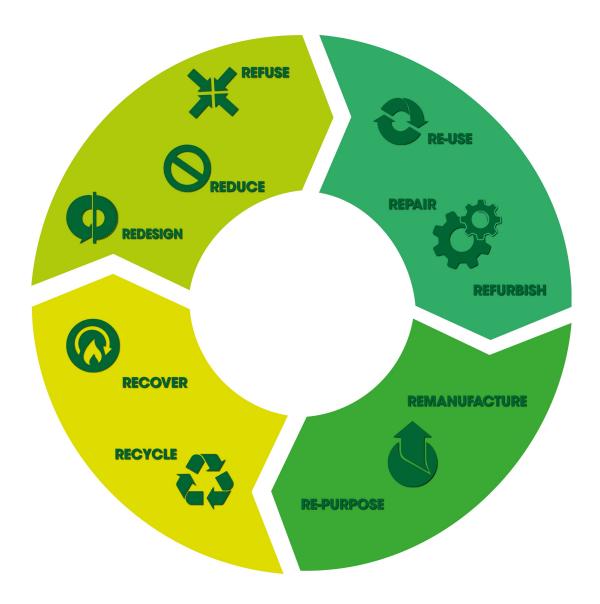
Cleaning, Reparing, merging, Repacking

Resell



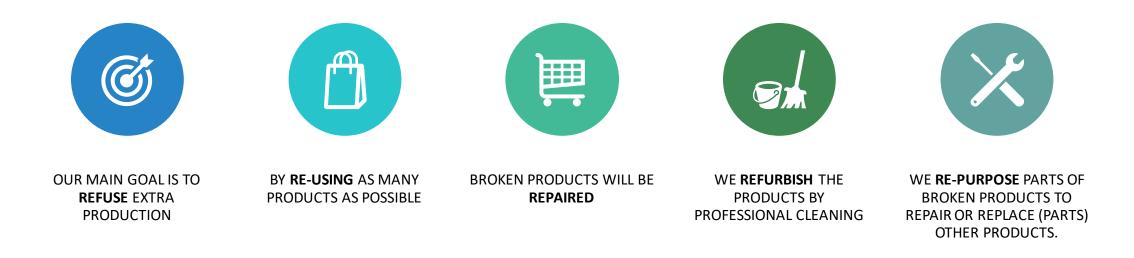
prevents extra production

## What we do?



# 10R model of circularity

### 10R model of circulairity Retourkoop.nl



### Thank you!

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