

**Dr. Heiko Heinrich Stutzke and Wiebke Brüssel**  
 mail@das-strategiebuero.de

January, 2017 - Update November, 2020

**Download:**

You can download a PDF file with this article on our homepage in section "Strategie-Impulse".

## Products with Integrated Repair and Disposal Instructions

Most of the products we use today must meet a variety of requirements: They are supposed to do what they were made for, for a long time and reliably. They should be connected to the (Wi-Fi) network and the Internet, be always up-to-date, and communicate with each other. And we expect them to operate largely independently in production and soon also on the road.

To provide all these functions, goods and products contain a variety of different materials. These include metals, rare earths, and plastics. They are often combined in a way that the replacement of individual parts and disassembly are difficult - or impossible.

This is not a real challenge before they need repair or have reached the end of their lifespan. Then, the question arises how they can be made operational again – or how recycling can be achieved without burning valuable substances or letting them end up in a landfill. The goal must be to use the product for as long as possible and then return the contents into the material cycle.



So, what if each product was basically optimized not only for its function, but also for repairs and - later - disposal? Our concept for "products with integrated repair and disposal instructions" makes this possible:

- 1 Each product is designed in a way that repairs, disassembly, and recovery of materials are possible with comparatively simple means.
- 2 In addition to the design plan, a repair and disposal plan with a suitable level of detail is also created.
- 3 The used (raw) materials are registered in terms of quantity and the places where you find them in the product.
- 4 With this information, the product is registered in a "repair and disposal database". This can, in the first step, be a database of the manufacturer, and later a nationwide

register. The product receives a QR code through which repair and disposal instructions can easily be retrieved on the web, if required.

This sounds as simple as it makes sense, but it is undoubtedly a complex matter. For example, a legal basis is needed that regulates all the activities and makes QR-labelling mandatory for all producers. Copyrights and other rights must be protected. And there is certainly a lot more to plan for. But we can start as simple as possible and later extend the new system.

There is one thing we can certainly achieve with this concept: We are one step closer to a real circular economy, products live longer, and the waste management industry is becoming an even stronger supplier of raw materials than before.

## Editorial Notes

### About the Authors

Wiebke Brüssel and Dr. Heiko Heinrich Stutzke are managing partners of Das Strategiebüro.

We structure and moderate planning processes - including preparation and documentation. From a single question to strategic corporate planning. Our clients are companies and organizations in the private, social, and public sectors, companies at the beginning of their development, and founders.

### Lobby Register

Das Strategiebüro is registered in the Lobby Register of the German Bundestag (German Government) under account number K4126147.

### Copyright

All rights to our contributions and the images used, unless expressly stated otherwise, are held by Das Strategiebüro.

We are pleased if you use, quote, or link to contributions and images for your personal (exclusively private) information. However, if you want to use our contributions, images, or other content in whole or in part for commercial or official purposes outside the limits of copyright law, or if you want to post or distribute them in electronic media, we ask you to obtain our written permission.

