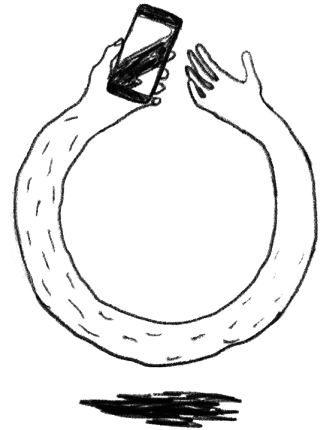# What is KEEP?

KEEP has gathered 14 partners from the whole lifecycle to facilitate information sharing through a traceability solution that collects information about the product from all stages. This will help everyone involved to reduce waste, retain value and extend the life of products. The project is financed by the Swedish innovation agency Vinnova and is currently in the second stage, with the aim to develop a proof of concept that will be tested with users by 2021. Next stage will develop this concept to a complete system with full scale tests throughout the value chain and for this we want to expand the project group!

Why should you be a part of KEEP?

We believe that there are advantages with a traceability system for all actors throughout the value chain. Below we have mapped a few of these.

Producers and Retailers

→ **Every product has a story**
KEEP helps your brand tell the story of where your products has been, how they are made and how they are used.

→ **Keep track of your supply chain**
Take responsibility for your suppliers and their working conditions.

→ **Implement take back systems**
Make new products from your old ones to save costs and reduce the environmental impact.

→ **Easier recalls**
KEEP acts as a direct line to your customers making it easy to push notifications about recalls.

→ **Efficient logistics and handling**
With traceable products companies can cut costs and improve logistics and handling processes.

→ **Develop better products**
KEEP provides information about how your products are used and for how long. Use this to develop better and more sustainable products.

→ **Win more tenders**
Easier access to product information means less work and increased chances of winning tenders.

→ **A competitive advantage**
A traceability solution like KEEP makes it possible to compare products' environmental impact.

→ **Get everyone onboard**
A traceability solution makes it easier to create a common vision at your company.

KEEP

Certifiers

→ **Easier to reach the consumers**
KEEP gives the consumers a better overview of a products' certifications. This gives the certifications greater value in the search for better products.

→ **Extend certifications with more data**
More data and easier access to it makes it possible to extend your certifications.

Users

→ **Buy better products**
KEEP helps consumers to select and compare products based on performance and environmental impact.

→ **Feel safe when buying used**
Check the product history when buying used to make sure the product isn't stolen.

→ **Keep your products longer**
Easy access to repair guides makes it easier to fix broken products, thus extending their lifetime.

→ **No more products in the drawer**
Get information and reminders about what to do with the products you don't use anymore.

Service and Support

→ **Check the service history and update it**
Access the service history of a product and update it with new information after it has been serviced.

→ **Access warranty information**
Quickly check if the product is covered by warranty.

→ **Recommend good products**
Use KEEP as a guide when recommending products to customers, both in terms of performance level and environmental impact.

→ **Easy access to troubleshooting and repair guides**
Get information about what's wrong and how it might be fixed.

→ **Buy back products**
Buy back old products from customers and remanufacture them.

KEEP

Remanufacturers

→ **Easy access to information about parts and components**
Find the high value products, parts and components that can be remanufactured and sold again.

→ **Sort out products based on use and wear**
The product history can tell you how much the product has been used and what parts need to be replaced.

→ **Buy back products from consumers**
The product history can tell you how much the product has been used and what parts need to be replaced.

→ **Access repair- and disassembly-guides**
Speed up the repair and disassembly with guides showing you how it's done.

→ **Get stats on CO_2 savings**
Remanufacturing is a way to reduce CO2 emissions. Use KEEP to aggregate and visualize the savings.

Recyclers

→ **Optimize the material recycling**
Information about material content for each product makes it possible to optimize the recyling and avoid downgrading resources.

→ **Easy access to information about parts and components**
Find the high value products, parts and components that can be remanufactured and sold again.

→ **Sort out products based on use and wear**
The product history can tell you how much the product has been used and what parts need to be replaced.

→ **Sort out products with dangerous content**
Quickly sort out products with dangerous content in need of special care.

→ **Access repair- and disassembly-guides**
Speed up the repair and disassembly with guides showing you how it's done.

KEEP

Public Sector

→ **Better national statistics**
Get much better statistics regarding the WEEE directive.

→ **Efficient follow-up**
Easier to follow up if companies act according to laws and regulations.

→ **Adjusted producer responsibility**
Possible to adjust the producers' responsibility regulations for different types of products.

KEEP

Learn more about KEEP

To learn more click the link or scan the QR-code.
www.keepelectronics.com

Get in touch

Contact our project manager Kristina Liljestrand if you want to know more about the project and possibilitites to join the next stage.

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Project Partners