

Rethink Resource



Circular Economy for the Producing Industry

Zürich, Switzerland



About us

RethinkResource is a young Swiss company with focus on industrial side-streams and sustainable product development. Our experienced team works with a hands-on approach to manage innovation ecosystems for the producing industry and to maximize the value from side-streams and support upcycling product innovation.

What we offer

RethinkResource offers project based consulting services where we develop and implement upcycling cases in collaboration with our innovation partners in the ecosystem around the Circular Economy. It is of particular importance for us to use our experience and broad ecosystem to create added value for your company.

Solutions

- **Workshops:** One-day workshops, engaging strategists and practitioners alike in order to align on different aspects of the circular economy and its communication potential and to identify ways to improve the impact of the company's product portfolio through improved resource efficiency.
- **Side-stream Valorization Projects:** The value of industrial side-streams is often underestimated. High value applications of by-products create not only additional sales, but also diversified value creation. In a valorization project, we take on the task of finding and implementing new, sustainable and profitable applications for a side-stream.
- **Upcycling Projects:** With the right communication, upcycling products can not only achieve higher prices but also greater consumer confidence. In an upcycling project, we identify the secondary materials with the greatest potential for you. In close collaboration with you and other innovation partner, we work on a fast and successful routes to implementation of upcycling products.

Trusted by

Coop, Nestlé, Delfort Group, PepsiCo, Haco InnovationLab, EWZ and many more.

RethinkResource GmbH
Technoparkstrasse 1
CH-8005 Zürich

Tel.: +41 79 726 35 00
info@rethink-resource.com
www.rethink-resource.com

