

Built, Not Bought

An identity shift from Repairer to Maker

OPEN-SOURCE

3D-PRINTED

SUSTAINABLE



THE CHALLENGE

Repair Stops Too Early

The Limitations

- Repairers fix broken products
- Products still designed elsewhere
- Knowledge remains reactive
- Replacement culture persists

THE OPPORTUNITY

Already Halfway There

Opening Appliances

Comfortable with
disassembly

Understanding Failures

Know where things
break

Tool Proficiency

Skilled with parts &
fixes

Driven Values

Cost-conscious &
sustainable

Repairers don't lack skill. Repairers lack a first build.

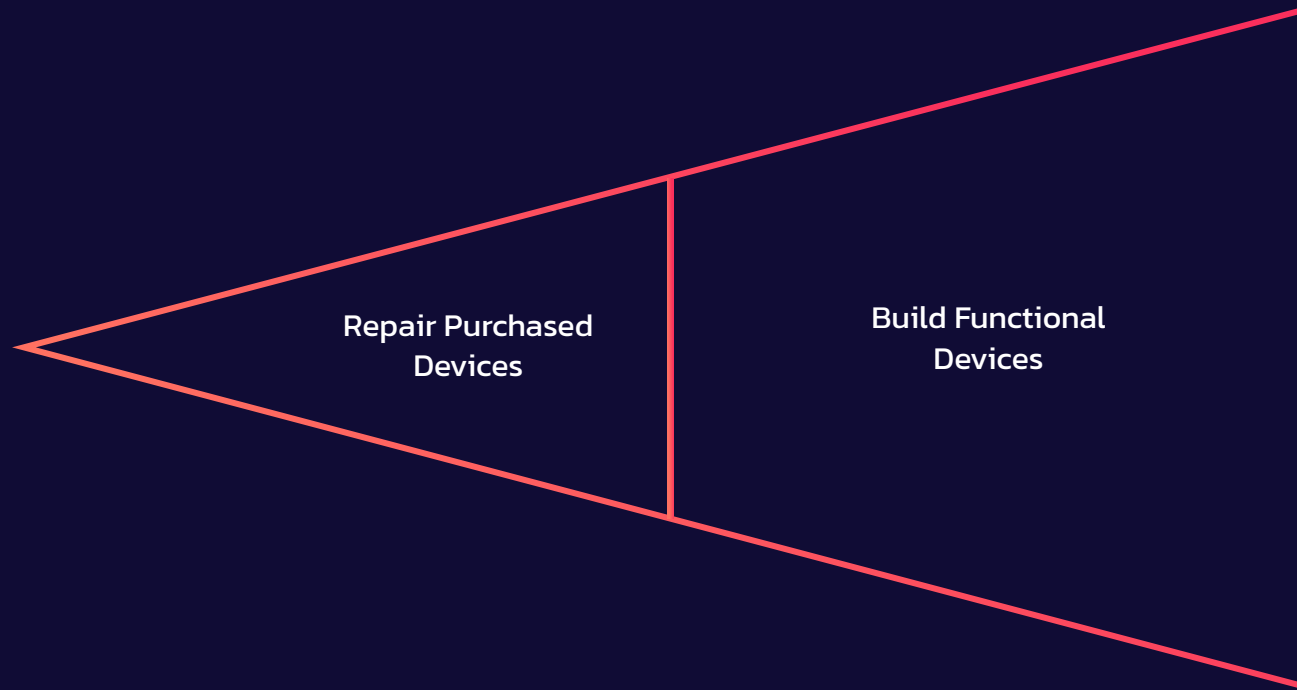
Who Are We Reaching?

Current Identity

- Treat appliances as repairable objects
- Attempt mechanical & electrical fixes
- Don't build devices from scratch
- Don't identify as "Makers"

Goal: Shift identity, not just behaviour.

One Step Forward



Moving from reactive fixes to proactive creation while using the same hands, the same mindset.

Why a Vacuum Cleaner?



Familiar Territory

Everyone knows how a vacuum works



High Failure Rate

Frequent replacement creates waste



Mostly Mechanical

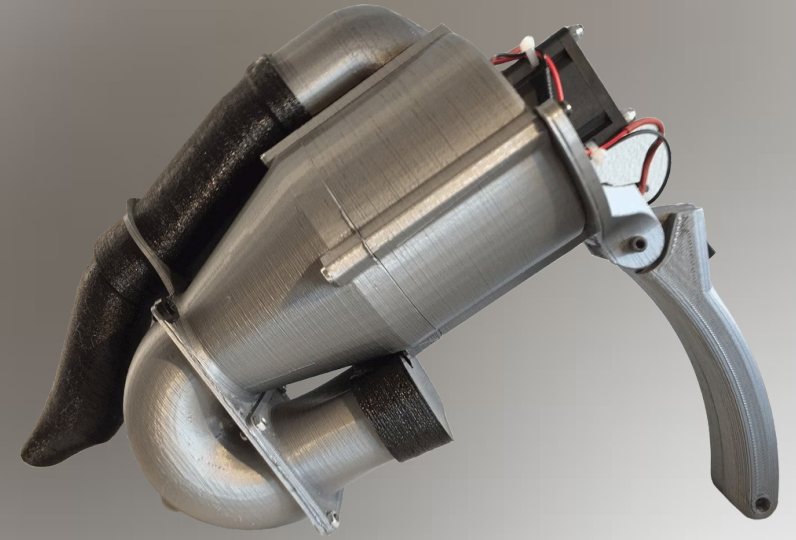
Simple systems, clear logic



Modular Design

Parts naturally separate

Low intimidation. High impact.



✦ THE SOLUTION

Open-Source 3D-Printed Vacuum



YouTube

3D printed vacuum cleaner

Real cyclonic vacuum



▶ 00:15

Not a Product. A Platform.

- Fully buildable at home or makerspace
- Replaceable, printable parts
- Designed for disassembly
- Modification by default

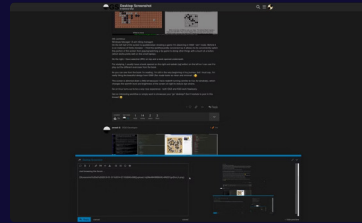
Come try yourself!

Where the Campaign Lives



Repair Cafés

Trusted community spaces



Repair Forums

Active online communities



Right-to-Repair Networks

Aligned values & audiences



Repair Guide Platforms

Knowledge hubs like iFixit

The Core Message

“

"If you can fix a something, you can build a something."

”

- No technical bravado
- No maker elitism
- No learning cliff

Making is the next step to repairing.

Get the Vacuum Core Kit

Pre-sliced STL Files

Ready to print, no 3D modelling
knowledge required

Minimal Bill of Materials

Common parts, easily sourced
locally

Repair-Friendly Assembly Guide

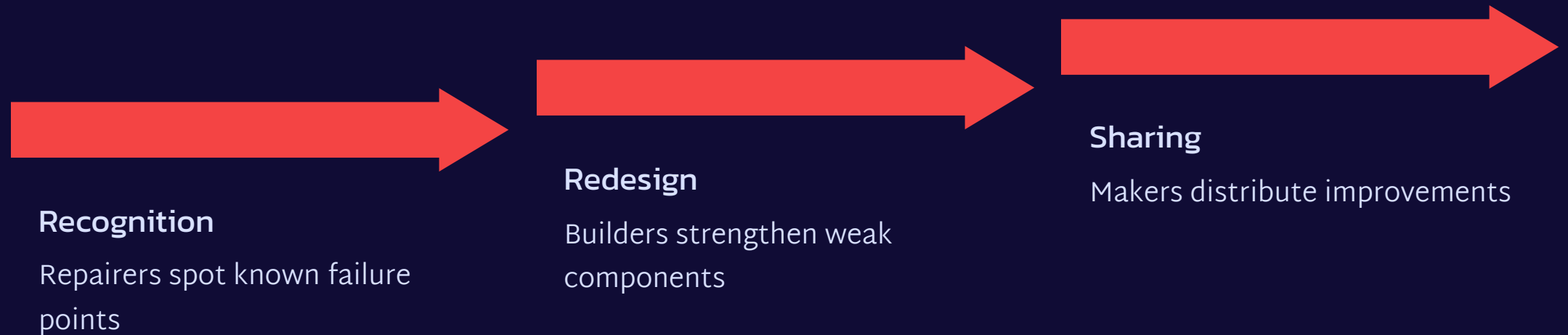
Written in familiar repair
language

"Print This First" Starter Parts

Quick wins to build confidence

No full redesign. No electronics expertise. Just one step forward.

Identity Shift in Practice



Ownership replaces consumption.

Better-World Outcomes



Repair Literacy

Full product
lifecycle
understanding



Community Capacity

Shared designs &
local production



Waste Reduction

Replace parts,
not products



Built, Not Bought

Kamaljit Singh SANDHU

Hilal EL AZIZ

Emil GASANOV



REPAIR



BUILD



IMPACT