

Double The Warranties

For A Sustainable Future

Make Quality Matter Again

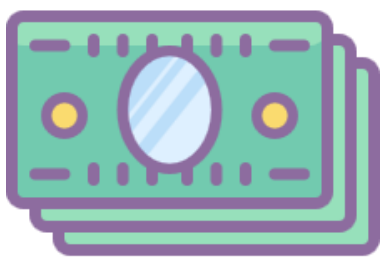
We're living in a world where most of the time it's cheaper and easier to replace a broken thing than repair it (checkout our [white paper](#)). We have gotten used to things breaking down is not a problem because getting a new one is so cheap, making quality a secondary product attribute. We are simultaneously creating a growing pile of waste and harvesting the earth for more resources to replace them and it's not sustainable. We need to both make products last longer and increase the rate of repairs vs waste.



Extending The Warranties

We can solve the problem by extending the mandatory product warranties. This forces the manufacturers to internalize the costs of bad quality through higher return rates and warranty repairs, making good quality more profitable. This makes quality a primary competitive factor and companies need to innovate to improve, leading to better quality for lower cost.

Benefits



Save Money

The best part is that improving quality will save money for us. Already now you can typically get a better quality product that last more than twice as long while being less than twice as expensive. And if we push these products to be the baseline, the ratio will further improve (checkout our [white paper](#)).

Save Resources

Every product that gets repaired or lasts longer is one less piece of waste and one less product to manufacture, less metals to mine and energy to use. Improving the quality of products will reduce waste and resource use in all levels.



Support Local Jobs

Every time we repair a product it supports a local service industry job. Also raising the bar on quality will both lower the threshold of local manufacturing and help smaller local manufacturers to be competitive.

Harness Capitalism

Right now the main competitive driver for companies is creating expensive looking things cheaply. By making poor quality less profitable, we can instead force companies to compete and innovate on quality. For our lives to be sustainable we need to do more with less and we need the help of the industry to get there.



The Petition

We are working on a petition for European Parliament to create a roadmap for extending the warranties. We can't have the same warranty for mobile phones, clothes, dish washers and cars, there are different limitations and expectations. Rather we need to specify product categories and roadmap the mandatory warranties for each. Instead of doubling all warranties over night we need to establish a target and schedule for doubling it for each category. You can help us by supporting the petition at the European Parliament website when it's ready.

Let me know when it's ready!