

# Rrrevolve.ch

Eco-sustainability with design and style : Rrrevolve offers a collection of well sourced products online from all over the world which captivate customers with their originality



## MARKET OPPORTUNITY

People from various social strata are becoming increasingly interested in eco-sustainability. There is an audience of socially and culturally advanced consumers which support eco-sustainability and responsible consumption but also wish to combine that with a search for style and aesthetics. This is the target which Rrrevolve's new Swiss project is addressing.

## THE CONCEPT

Launched in 2010 by Sebastian Lanz, Rrrevolve is a website that sells a full range of eco-sustainable products. The three Rs in Rrrevolve stand for 'reduce, reuse, recycle', which summarize the website's philosophy. The company has defined five eco-sustainable characteristics: Organic products: use of renewable resources; energy efficiency; reusing/recycling; Fair trade;

To be included in the assortment a product must have at least one of these five characteristics. The product assortment allows customers to adopt eco-sustainable shopping behaviour in many different categories. The collection



### Key data

- Format: eco e-tailer
- 2010: launch
- 500 SKUs
- 35 categories
- 60 suppliers

has no less than 35 product categories, including clothes, accessories, cosmetics, kitchenware, living room or office furniture. One of the best sellers is an innovative coffee-machine that works without gas or electricity: the pressure necessary to obtain an espresso is produced by mechanical human pressure. Naturally, innovative products like these need to be illustrated in a detailed and educational form: for this reason, besides information cards, there are videos that illustrate the use of the product.

Of the 500 products in the collection many are exclusive to Rrrevolve in Switzerland. For example, the home accessories of Studio Verissimo by Portuguese designers or the cardboard furniture by Karton art. The collection is constantly being added to but before a new product can be accepted, it must be personally tested by the company owner Sebastian Lanz. Suppliers are carefully selected with an eye also to the values they subscribe to: for many of them, there are videos illustrating their working

### Produktherkunft

**EKOBO**  
ECOLOGY & DESIGN

Der französische Hersteller Ekobo lässt seine Bambusprodukte auf traditionelle Weise von lokalen Handwerkern in Vietnam fertigen.

[mehr →](#)

### Bambus-Reisschale "Bo" kiwi

Der französische Hersteller Ekobo bietet seine Bambusprodukte auf traditionelle Weise von lokalen Handwerkern in Vietnam fertigen.

**EKOBO**  
ECOLOGY & DESIGN

Ekobo arbeitet auf Zwischenmärkten, wodurch faire Preise und gute Arbeitsbedingungen für die Handwerker ermöglicht werden. Durch den Erhalt ihrer traditionellen Arbeit müssen die Handwerker ihre kulturelle Identität nicht verlassen und soziale Strukturen aufgeben, um ihren Lebensunterhalt zu verdienen.

Ekobo wiederum profitiert von der Erfahrung und dem Geschick der Handwerker im Aufbau und Bearbeitung von Bambus.



► processes. Rrrevolve itself adopts an eco-sustainable and socially responsible policy, for example, by adopting as a working partner a company that employs people with mental disabilities.

To communicate, Rrrevolve uses various channels: social media like Facebook and Twitter; a blog, edited by the founder himself, with interesting pieces on eco-sustainable projects, research, events, and trade and consumer fairs to engage directly with their customers.

### RETAIL IS DETAIL

The five eco-sustainable characteristics the company has identified are represented through graphic symbols: each product information sheet bears, along with the description, one or more symbols illustrating the eco-sustainable characteristics of the product.

Among the 'energy efficient' products, besides those using renewable energy such as solar or wind, there are others that are powered directly by the person using it. Recycled materials are of various origin, including industrial waste.

The blog describes innovative



## Wind



Firewinder mini - Windlicht  
CHF 59.00



Wind- und Solarladeset  
Hymini deluxe, schwarz  
CHF 79.00



Wind- und Solarladeset  
Hymini deluxe, weiss  
CHF 79.00



Bike holder zu Hymini  
CHF 14.00

## CONCLUSIONS

projects and products that the public is often unaware of, like old train parts and materials used to make vacuum cleaners in India and an mp3 player powered by body heat.

Already in the first few months, the website has received considerable attention from the media, including other websites, newspapers and magazines, and the number of visitors and orders is constantly growing, suggesting that this market segment is expanding and, or neglected by traditional retailers.

### Key points of innovation

- Integration of eco-sustainability and design
- 'Eco' codes for products

### Notes on Retail Mix

- Collection: clothing, accessories, home and office products, kitchenware, products based on renewable energies
- Communication of products: 5 categories of environmental benefits for each product
- Prices: average for the market segment
- Services: Videos illustrating the more innovative products and the suppliers' working policies