

Good Design with a Clear Conscience

koziol and sustainability

koziol is a manufacturer of design products for the kitchen, bathroom and living room. The company has been manufacturing products since its founding in 1927 exclusively in Germany, all under one roof. Design, development, construction, mold making, manufacturing, shipping and administration all happens in one place. Made in Germany is an essential part of koziol's successful philosophy.

Healthy and sustainable growth form the basis of koziol's corporate strategy and profit is invested annually into the renewal of manufacturing facilities, process improvements and personnel growth. All deployed technologies comply with the newest, most energy efficient standards; production waste and packaging materials are recycled. Purified well water is used to cool the machinery. koziol has been producing exclusively with green energy since January 1, 2013, saving around 1,276 tonnes of CO² annually. German raw material suppliers are preferred and manufacturing under one roof rule out long transport routes. For the logistics of finished goods, koziol cooperates with a worldwide partner company who shares its strict sustainability principles.

"Thanks to koziol's philosophy of manufacturing exclusively in Germany, we stand for responsible, future-oriented design with a clear conscience. Sustainability continues to be a natural component of our corporate strategy and by now also an important decision-making factor for our customers", says CEO Stephan Koziol.

Design & Product Quality

Already in the design phase, great attention is being paid to sustainability. Focus lies on the longevity of the products. They are robust, unbreakable and suitable especially for children and seniors thanks to easy handling. Particular attention is paid to functionality – product characteristics like stability, rounded edges and ergonomic grips.

Resource conservation is also considered in the design phase: Construction in one piece, optimized wall thickness, good demoldability and short cycle times allow for efficient and energy-saving manufacturing.

The Material

Materials are not just good or just bad and certainly not just sustainable. The simple assumption that natural materials are always better, hasn't held true for quite some time now. In selecting a material, most important, is if it fits to the product. Factors like regional availability or short transport routes also play a role. koziol only makes products where plastic is the most suitable material. They are long-living products; definitely not disposable products.

Essentially only quality thermoplastics are used: Long-lasting, certified, food- and dishwasher-safe, without any BPA or softeners. So of course it was no surprise when watering can CAMILLA, room divider FUSION and tub BOTTICHELLI received scores of "very good" from the German consumer magazine ÖKOTEST. The plastics are up to 100% recyclable and can always be reused as secondary raw materials. Surprising to most, the processing of plastic leaves a much better energy footprint than for example paper or ceramic.

Social Responsibility

koziol manufactures exclusively in Germany, therefore abiding by strict German labor and social laws. The safeguarding of jobs, performance-related pay, opportunities for the acquisition of skills as well as the possibility for parents to work part-time are all natural components of koziol's company culture. Great importance is also placed on apprenticeships – currently seven apprentices are being trained in various departments.

Behind the Scenes

To make the philosophy Made in Germany come alive, koziol opened the *Glücksfabrik* (Happiness Factory) in 2009 on company premises in Erbach im Odenwald. The Glücksfabrik is koziol's brandland, consisting of an interactive museum, a design cafe and outlet store. Events like cooking classes, workshops, and parties take place regularly and help to fill this institution with life. The Glücksfabrik is a so-called third place, after home (first place) and work (second place) for people to meet. Third places are becoming more and more meaningful in an increasingly globalized and digital world, as people look for stability and personal connections.