



Removable coatings make interior products more durable

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Interior design industry goes circular

The PEELDESIGN project marks a major step forward in the interior design industry, with its focus on developing innovative, removable coatings that have the potential to **significantly extend the lifespan of interior products**. This initiative aims to reduce the consumption of new raw materials and contributes to a substantial reduction in environmental impact by encouraging the reuse and refurbishing of interior products.

Circular strategy

The first step in the circular economy starts with avoiding environmental and health impact that resource use can generate. The majority of environmental and health impacts of products are determined **at the design stage**. Ecological design aims to reduce the environmental and health impacts of products and materials throughout the products' life cycle. Redesign can make its

production and (re)use safer, extend its lifetime, as well as facilitate repairs, dismantling and recycling.

In the PEELDESIGN project, our goal is to explore how removable coatings can be **optimised for interior uses, where they typically have shorter lifespans than the materials they cover**, such as in exhibition stand construction, office furniture, or shop fittings. Additionally, we aim to identify which circular business models are most effective in supporting the reuse of these coatings.

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