

## SHORT SUMMARY

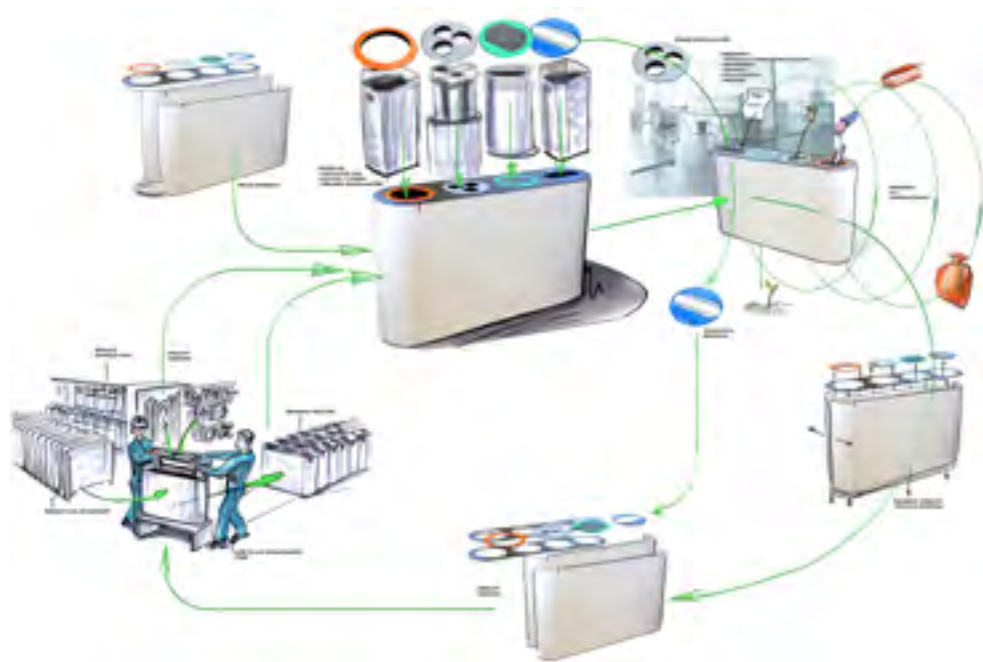
**Organisation:** Brink Industrial [www.brinkindustrial.com](http://www.brinkindustrial.com) | Lune [www.lune.nl](http://www.lune.nl)

**Contact person:** Wido van den Bosch (Managing Director Brink Industrial), [LinkedIn](#)

**Product & sector:** Lune litter bins (Facility Management) | **Country:** The Netherlands



# Lune litter bins from Brink Industrial



*Metal is already  
the most recycled  
product in the world.*

Under the motto 'just do it', metal processor Brink Industrial started developing a circular economy litter bin. It proved to be not difficult at all; the Lune litter bins are already on the market.

### Project description

Lune is a specialist in circular economy waste separation systems. This project comprised the development of a *future proof* litter bin made from recycled metal. What is special about the litter bin, is its modular construction. This means that the litter bin is easy to repair and can be adapted easily to new waste streams. So it will last longer. Used parts are reused in new products in a special refurbishment workshop. Lune also offers new business models, such as upgrading, refurbishment, repair, payment for use and lease with take-back arrangement.

### Approach

Lune is part of metal processing specialist, Brink Industrial. Brink wanted to supply its own product to reduce its buyers' dependence and purchased a planter company in 2003. However, planters proved to be sensitive to economic developments, as they are mainly purchased in new-build projects. Without too much prior-research, Brink converted the production process in 2014, designing this as a circular process. That is how Lune came into existence. 'Just do it' was the motto.



## FACTS & FIGURES

- > **Procurement volume:** over € 200,000
- > **Number of employees:** 50-200
- > Lune is part of Brink Industrial, which has specialised in innovative solutions in metal processing since 1903.

## Results

The circular Lune litter bin is now already available on the market. Lune is aiming to take back 80% of the used litter bins for refurbishment within five years. A refurbishment workshop has been designed for this, where used parts can be reused in new products.

*“Circularity only gets off the ground if it makes financial sense.”*

Wido van den Bosch,  
Managing Director Brink Industrial

The litter bins are constructed in such a way that it is relatively easy to disassemble the product. People at risk of exclusion from the labour market work in the workshop.

The bin is made from recycled metal. The advantage of metal is that it is already the most recycled product in the world.

Steel, for example, comprises 60% to 70% recycled material, depending on the steel type. The percentage for aluminium is even as high as 80%.

Lune has also developed a logistics concept through innovative chain cooperation: high-volume litter bins in the city centre. This type of litter bin is called the Bubble and have been placed in Berlin and Purmerend. To this end Lune has a cooperation agreement with partners in the chain.

## Lessons learned

- Just start. It is not as difficult as it seems, you just need to do it.
- Be creative.
- Don't spend too much time on convincing the suppliers and devise a different solution if you can't get them to join you.
- The circular ambition must be part of the whole organisation and not just of one department. The management must be behind it, otherwise you won't get far.
- Recycled steel is already the standard; it is an easy material.

## About REBus and the Green Deal on Circular Procurement

The Green Deal on Circular Procurement (GDCP) is an initiative of MVO Nederland (CSR Netherlands), NEVI, Central government, Duurzame Leverancier, PIANOo, Kirkman Company and Circle Economy. Various pilots originating from GDCP are partly financed by the European REBus project, implemented in the Netherlands by Rijkswaterstaat (Directorate-General for Public Works and Water Management). They are working together to support businesses and government organisations in their circular procurement ambitions.

### Contact information

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Relevant links & documents: [www.lune.nl](http://www.lune.nl) | [www.bubble360.nl](http://www.bubble360.nl)

This publication is financed by Rijkswaterstaat