



## CASE STUDY

**How IGNITE helped DuraServe launch a sustainably made door in record time and secure a large contract by creating a zero waste circular manufacturing eco-system.**

## THE ISSUES

DuraServe, a leading service provider in the loading dock, door and equipment industry, wanted to add Eco-friendly assets to its portfolio of products, but lacked both the time and expertise to develop the product.

The company had successfully developed and marketed product enhancements in the past but had not launched radically new products recently.

The company needed a new product that could be scaled on demand to gain interest from some of its largest customers with operations across North America.

## THE SOLUTIONS

-  IGNITE innovation session identified key products that could be re-engineered to leverage the circularity model
-  IGNITE leveraged its circularity modeling tool to identify how recycled waste from a customer could become feedstock for this new product
-  IGNITE created a proof of concept, tested the product manufacturing and completed a go to market commercialization model



The team at IGNITE helped us identify a new business opportunity and develop a superior product in record time. We could not have done it without them!



**Phillip Dailey**  
Executive Vice President  
DuraServ Corp

# THE RESULTS

**A stronger, cleaner and cheaper door made with more than 80% recycled material.**

## THE IMPACTS

The eco-friendly door contains over 80% of recycled content

The door met or exceeded all quality requirements and was proven to be more durable, lighter yet more sound -proof and easier to clean than the conventionally manufactured alternative.

Using 1GNITE's circularity modeling tool, DuraServe was able to illustrate how the recycled material could be sourced from the large customer's waste stream , which was instrumental in securing the nationwide contract.

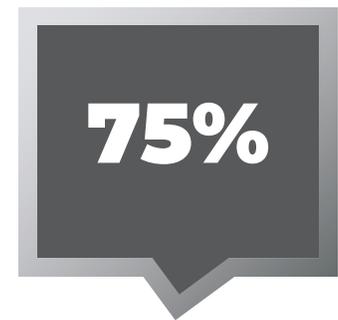
The process from ideation, to concept validation, pilot and commercialization was completed four times faster than previous projects ran internally.



Recycled content in the final product, making it one of the most eco-friendly product launched.



Reduction in cost to manufacture the final product.



Reduction in time required to test, validate, pilot, and commercialize the new product.



Do you have a similar issue to solve?  
Tell us about it, we want to help!  
Contact us at [info@1GNITE.com](mailto:info@1GNITE.com)