

Old classics brought back to life

Our first major restoration project is here.

In 2024 we had the opportunity to carry out our first reuse project, for a real estate company in Gothenburg. We rescued 25 pieces of 50-year-old Classic hat racks from being thrown away and instead we restored them to like-new condition – possible because our products are made with high-quality and carefully selected materials.

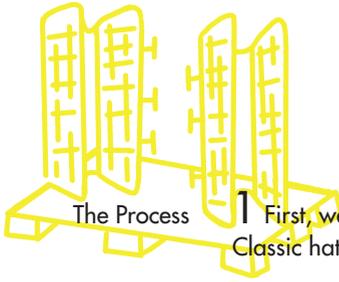
At Essem, we believe that the best way to be sustainable is to make products that are made to last. This makes it possible to work with circularity, to reuse, repair and restore to give them an even longer life span.

How we did it
and what we learned



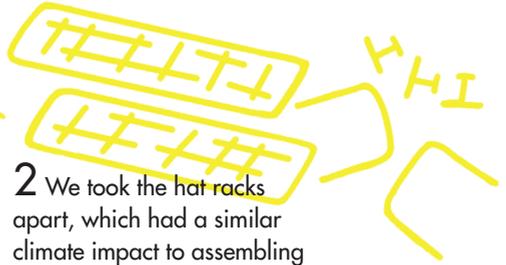
Let's talk recycling – info@essem.se

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The Process

1 First, we gathered the Classic hat racks.



2 We took the hat racks apart, which had a similar climate impact to assembling new ones.



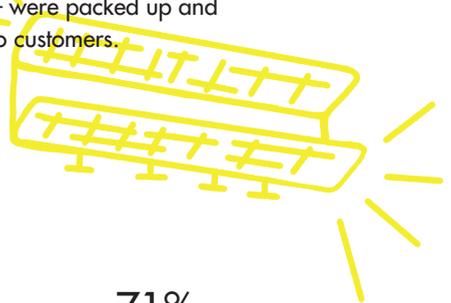
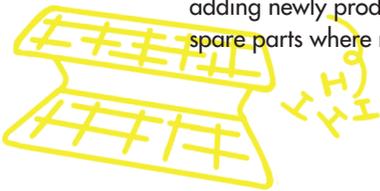
3 Any plastic components that didn't pass the quality test were sent for material recycling. Metal parts were sent to our neighbours for paint removal.

4 After the old paint was removed, the brackets and shelves received a fresh coat.



5 Back at Essem, we reassembled the hat racks, adding newly produced spare parts where needed.

6 The refreshed Classic hat racks – looking as good as new – were packed up and sent to customers.



The Result

Just 3.4 kg CO₂ eq.

compared with a regular Classic hat rack with a total climate impact of 12 kg CO₂ eq.

-71%

reduction in lifetime emissions.



Visit essem.se to read more about the project.

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