

Green Dot Awards Submission: Sandwichbike

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About the company

Bleijh Industrial Design Studio, located in a creative hotspot in Amsterdam, is a young agency for product design. We specialize in a wide range of consumer products such as interior and sanitary products, lighting and mobility design.

Our target is to develop products that enable our clients to stand out and make a difference in the world of product design.

Founder and owner of Bleijh, Basten Leijh graduated at the Man and Mobility department of the Design Academy Eindhoven, a top quality education for industrial design. Basten Leijh is responsible for leading the studio's creative vision, concept development, strategy and design.

About the product

From the materials used to the method of shipping, and from assembly to sales, for the Sandwichbike every aspect of the traditional bicycle was re-examined, resulting in a unique and revolutionary bike. The Sandwichbike is a wooden bicycle you order online, get delivered to your doorstep and assemble yourself.

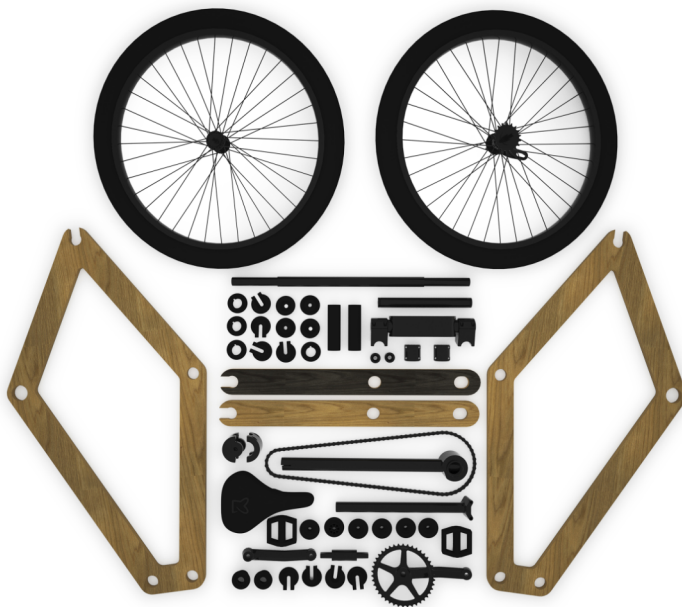
Naturally, a bicycle is made to ride. Being a Dutch company, riding bikes is in our blood. We want to spread the biking gospel around the world, using the looks and functionality of the Sandwichbike to attract more attention to riding bikes.

However creating a one of a kind, good-looking bike is only one part of our mission. The Sandwichbike is designed to be flat packed, which allows for easy shipping all over the world. The bike is sold online, which is nothing more than a necessity these days if you ask us. We want to share our product with as much people as we can, making the world wide web the ultimate location for the sales of the Sandwichbike.

b. How it is made and delivered

A big part of the fun of owning a Sandwichbike is putting it together yourself.

The bike consists of less than fifty parts, in a specially designed box. Local production reduces carbon emission since the parts do not have to be shipped across the world before delivering the complete package to the customer. Next to this, keeping production nearby enables us to act quickly if any changes need to be made.



The parts of the Sandwichbike are packed in a specially designed box, and delivered to the customer by mail. The wooden parts are made out of flat beech plywood, which makes for a small package, since everything can be neatly stacked on top of each other. The box contains all the necessary tools as well as a clear manual, making sure anyone can put their Sandwichbike together. If you can make yourself a sandwich, you can make yourself a Sandwichbike!

c. How it exhibits excellence in sustainability and environmental responsibility

Needless to say the bicycle is one of the most environmentally responsible means of transport. Riding a bike comes naturally in the Netherlands, where the Sandwichbike was conceived, but in most of the world the car is still the preferred option when it comes to transportation, even for short distances. This fact explains the international approach of the Sandwichbike, since a lot can be gained here. The global carbon footprint can be reduced incredibly if we can get the whole world to leave their cars in the driveway and ride a bike instead.

Next to this the production of the Sandwichbike is not outsourced abroad, preventing high transportation costs as well as reducing the carbon footprint for the product. The parts used in the Sandwichbike are as much as possible produced locally, just like the packing and handling of the product is done close to our headquarters.

The frame of the Sandwichbike consists of two wooden frames, cut using the latest CNC technology. Made out of beech plywood coming from PEFC certified forests, we make sure the materials used do not exhaust natural resources. The PEFC certification guarantees the wood comes from sustainably managed forests.

Leftover wood from cutting the frames can be used for other products such as kids' bikes or accessories. This way as much material as possible is used, limiting the amount of waste materials to an absolute minimum, once again making sure natural resources are used as conscious as possible.

Since everybody is able to put together a Sandwichbike themselves, if a part should break or needs replacement, it is easily ordered online and the user can perform the repair using the tools provided with each Sandwichbike. Unlike so many other products these days, with the Sandwichbike a defective part does not mean throwing out the complete product. Simply replace the part yourself, and you're up and running again.

When you buy a bike it's usually sent in a big package, since manufacturers try to assemble as much as possible before shipping a bike. The approach to shipping the Sandwichbike could not be more different. The whole design of the bike is inspired by flat-packing and home assembly, making sure a small box can contain all parts and tools needed. Since the bike is designed to assemble yourself, it will be delivered as a box containing less than fifty parts, allowing us to keep the package compact and light-weight, resulting in moderate shipping costs and less stress on the environment.

Next to this, we believe the Sandwichbike also has an educational function. First of all it shows that well designed, good-looking products can also be environmentally friendly, since the Sandwichbike is sure to turn heads when taken for a ride. Next to this, the Sandwichbike is taking a stand against today's culture of disposable products, in which people have no understanding of the technologies applied, and therefore no durable relation with the products they use. Products that are often not made to last long, and will be thrown out as soon as something breaks. By assembling a Sandwichbike yourself, you will get to know the techniques and materials used, resulting in more respect for the design and a sustainable relationship with the bike.

