

This is IKEA



Founded

1943

Our vision

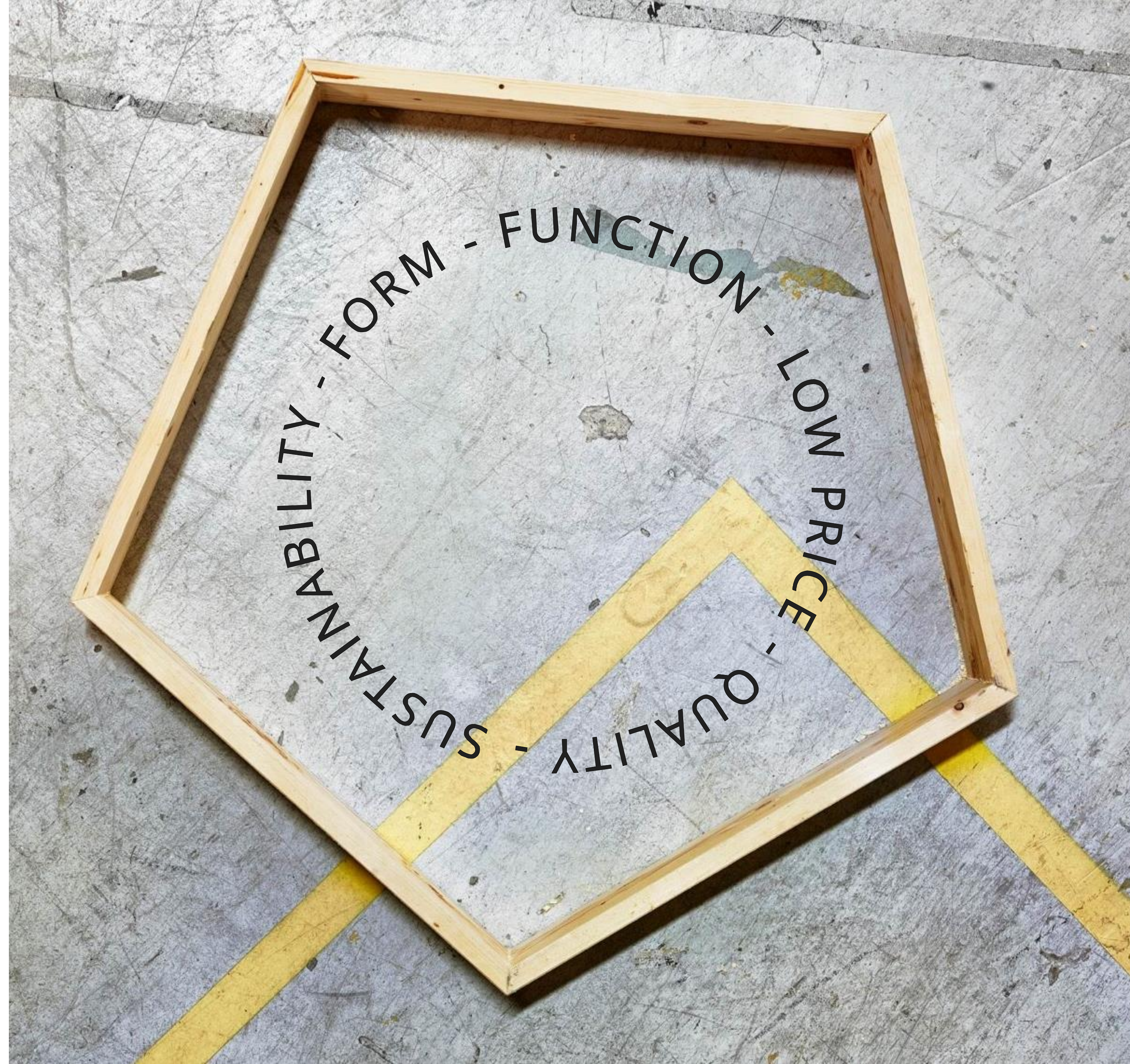
To create a better everyday life
for the many people

GRÖNLID
2-seat sofa-bed
€769

How we make things better

DEMOCRATIC DESIGN

is the way we make things at IKEA. But we don't just make things. We are making things better. Making things better through IKEA design means doing five things better.



Customer behaviors are changing



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STORÅ
Loft bed frame
€229



Inter IKEA Innovation Ventures

Our role

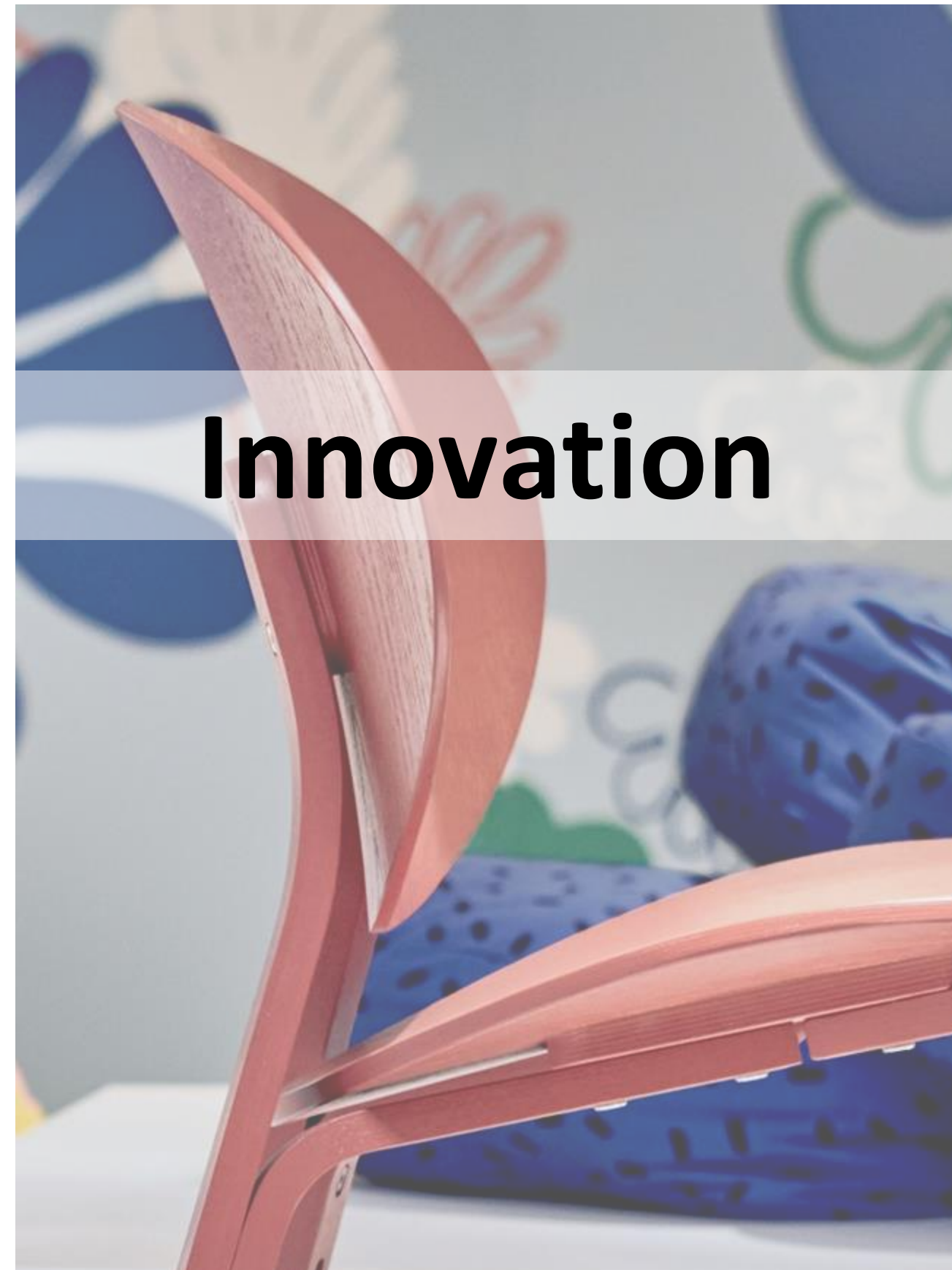
A close-up photograph of two hands. The upper hand is holding a pile of light-colored wood shavings, while the lower hand is holding a pile of white, fluffy foam. The background is a blurred blue-grey color.

**We listen to the
business needs...**

A photograph of a young child crouching in a field of tall grass. The child is wearing a white cap and a striped shirt, and is looking through a blue telescope. The background shows a vast field under a clear sky.

**...as well as place
bets on the future.**

An academia approach for ventures





LÄTT
Children's table with 2
chairs

€27.99

Research collaborations

Research on:

- Renewable glues
- Carbon storage in biogenic materials
- Thermoplastics – testing and modelling
- Post consumer Textiles
- Recycled plastic properties
- Bio-PP
- Chemical recycling Textiles

Participating in consortiums/centres:

- The Bridge
- ARI4Sweden
- Bio-glue centre
- FiBre
- Wingquist

Theme - Foam

Description

IKEA is targeting to reduce the greenhouse gas emission from the value chain in absolute terms by at least 50% by FY30 compared to baseline FY16.

The largest portion of the IKEA climate footprint comes from materials and IKEA products used in customers' homes. IKEA has set specific movements for the different materials in order to reach above goal.

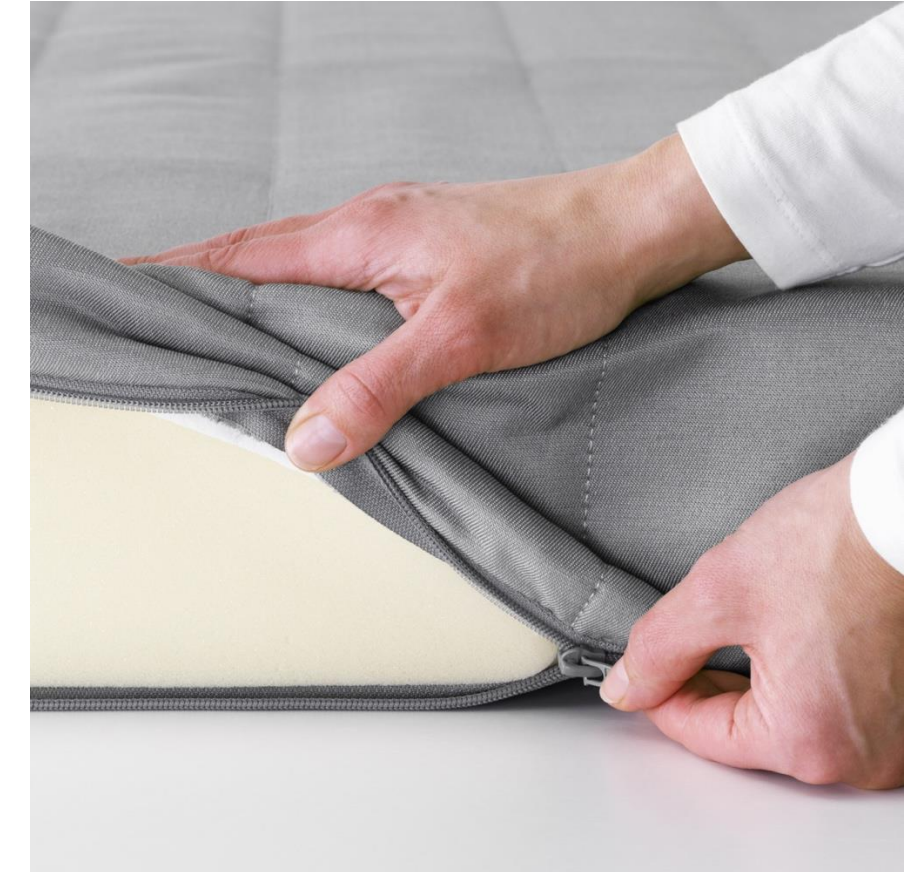
Problem statements

1. Materials alternative to totally replace PU foam
2. Solutions to replace totally/partially PU foam
3. PU foam with a better carbon footprint

Insights

Foam is a material with great comfort properties and hence is a desirable material for many comfort products of IKEA range:

- Mattresses
- Sofa cushions
- Seating applications



Theme - Glue

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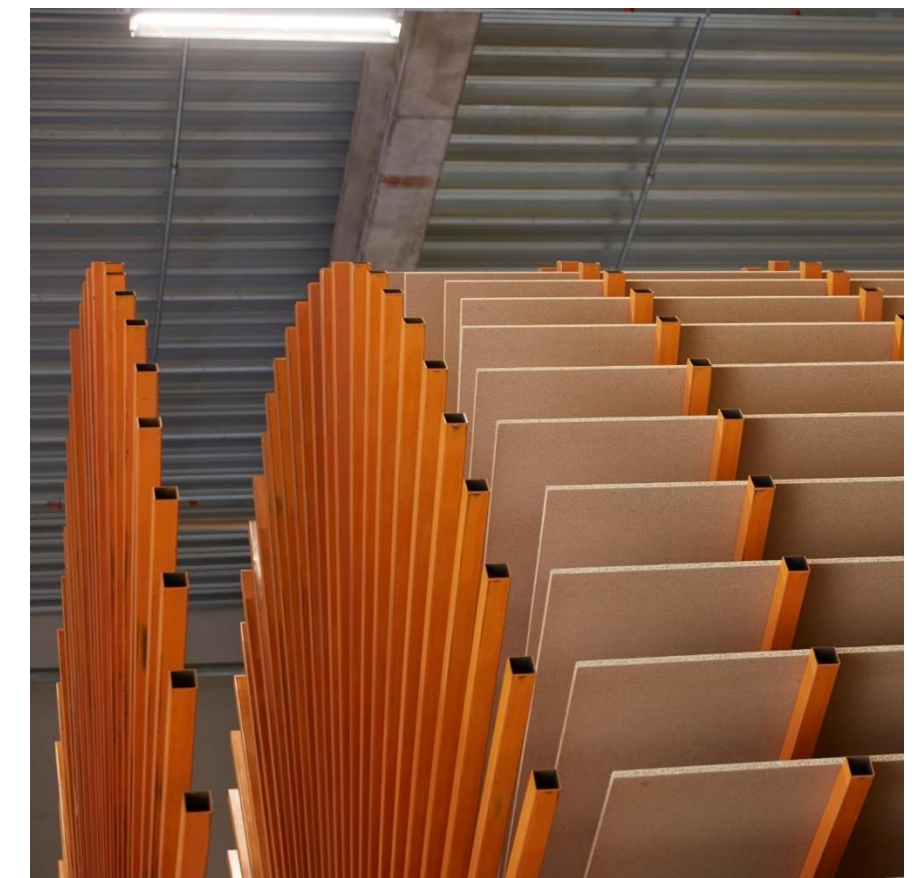
Problem statements

1. Biobased crosslinker
2. Biobased/Recycled glues for particle/ fiber boards
3. Biobased/Recycled glues for furniture

Insights

Glue is a strategic component in IKEA's furniture manufacturing due to its pivotal role in ensuring the durability and integrity of flat-pack products, which are core to the brand's identity and logistical model. Glue is used in different components of IKEA range:

- HDF/MDF
- Fiber boards
- Plywood



Change drivers & Ways forward



Product in the center

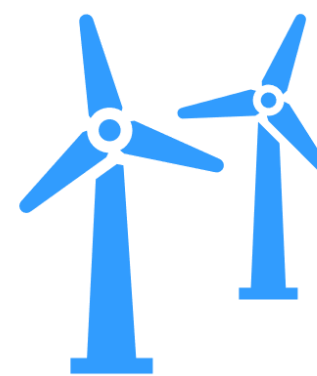
Smart material usage

Renewable and recycled raw materials

Transforming waste into resources



Defossilization



Decarbonization



Affordability

Research project on recycled plastic properties

What?

- Identify the impact of the micro-structure for different recycling grades

How?

- A 4-year project application has been sent in together with a University and another large global company

Why?

- Evaluate if flow simulation can predict microstructures and a mechanical model can be built predicting material response
- Create an awareness of impact of recycling alternatives



Good Example

*ÖNNESTAD – a replica of the GOGO chair from 1973
– uses only half the amount of steel for its
productions compared to GOGO*

We have focused on sourcing alternative grades, such as high-strength steel. It has a lower climate footprint because less material is needed to reach the required strength compared to standard steel.



The image features four raised fists of different skin tones (dark brown, medium brown, light brown, and very light brown) against a light blue background. The central fist is in sharp focus, while the others are blurred. The text 'SUPPORT NEEDED' is overlaid in bold black capital letters, and 'Every idea counts' is overlaid in a black italicized font below it.

SUPPORT NEEDED

Every idea counts



Thank you!

"The biggest risk of all is not taking one."

- Mellody Hobso