



Case study.

How **Made of Air** saved CO₂ and costs with certified pre-owned IT hardware from circulee and stayed true to its company values.

Impact summary.

CO₂ savings



2.940 kg¹

approx. 21 domestic flights

Cost savings



40%²

vs. new device price

Delivery time



-80%³

from 14 days to 72 hours

Background on Made of Air.

Made of Air is a climate-focused materials company transforming waste biomass into high-value, carbon-negative materials for industrial use. The cleantech start-up was founded in 2016 by Allison Dring and Daniel Schwaag in Berlin and today employs more than 20 people driving their mission to reverse climate change through carbon-negative materials.

Made of Air's materials replace fossil materials and other composites in manufactured products. Composed of carbon sequestered from the atmosphere, the materials permanently remove CO₂ and are thermoformed by standard industrial processes to meet millions of building and consumer product applications. Made of Air's current partners include renowned companies, such as H&M, Audi, and BMW. In 2020, Made of Air received the Falling Walls "Science Breakthrough of the Year" award.

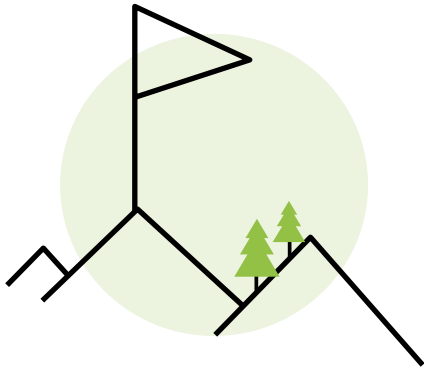
“We are very happy that we have found an IT hardware partner who is fully aligned with our mission of reversing climate change.”

Bridgette Prpic, Office Manager at Made of Air



To find out more about Made of Air please visit www.madeofair.com

- ¹ Production and recycling emissions from new devices can be reduced by reusing pre-owned devices. Assumptions: order size = 7 monitors; average lifetime of a monitor = 51 months; total production and recycling CO₂ emissions per monitor = 420 kg (production: 416 kg, recycling: 4 kg); estimated lifetime of devices at Made of Air = 51 months; CO₂ emissions for a domestic flight from Frankfurt to Munich = 140 kg. Sources: Based on independent market research conducted in 2021 by CHG-MERIDIAN AG.
- ² circulee price for Dell UltraSharp U2415b 24" monitor = €177.31 (including VAT); price for comparable new device Dell UltraSharp U2422H 24" monitor = €299 (including VAT). Sources: circulee, Dell.
- ³ circulee delivery time = 3 days; competitor delivery time = 14 days. Sources: circulee, Dell.



The objectives.

CO₂ savings.

When selecting a suitable IT hardware partner, it was important for Made of Air to partner up with a company that fully aligned with its mission for a more sustainable future. Alongside creating a positive environmental impact through carbon-negative materials, Made of Air continuously aims to decrease its own CO₂ emissions across scopes 1 to 3. As IT hardware plays a significant role in the CO₂ footprint of growing companies, reducing CO₂ impact while enabling further growth was critical for Made of Air.

Quality and employee experience.

As a start-up, Made of Air's success is based on empowering employees to drive innovation. So equipping the employees with the right high-quality IT devices was very important to foster innovation, increase productivity, and ensure a great employee experience. This meant that high-quality devices were nonnegotiable for Made of Air.

Speed and flexibility.

As most new employees join Made of Air on short notice, often there are only a couple of days to prepare everything the new employee needs. With previous suppliers, waiting times of two weeks or more were common and left new employees unproductive for several days. So being able to flexibly source IT devices that can be delivered within two to three working days was key to ensure smooth employee onboarding.

Cost efficiency.

As a young company, Made of Air focuses on high cost efficiency across all its expenses. This made paying an attractive price without compromising on the required device quality a main factor for Made of Air when selecting a suitable IT hardware partner.



The solution.

Pre-owned IT-hardware.

In order to minimize the environmental footprint of its IT hardware, Made of Air selected circulee's pre-owned IT devices to save CO₂ through circular device reuse. Compared with new devices, pre-owned IT devices can save up to 80 percent⁴ of CO₂ emissions over the device's life cycle. With its current circulee device portfolio, Made of Air was able to save 2,940 kilograms⁵ of CO₂ emissions with very little effort and no compromise on device quality. Additionally, with pre-owned IT hardware, Made of Air was able to save more than 40 percent⁶ on costs compared to buying new devices.

⁴ Based on independent market research conducted in 2021 by CHG-MERIDIAN AG.

⁵ See above.

⁶ See above.

“Our employees applauded our shift to pre-owned hardware from circulee, as it allows us to live up to our values without sacrificing on quality and the feeling of new.”

Certified grade-A quality.

Given that excellent device quality was nonnegotiable for Made of Air, circulee’s certified grade-A devices were a great fit. Grade A describes the best available device quality for pre-owned devices that show no sign of prior usage and function “like new.” circulee’s devices are professionally tested, cleaned, and completely reset in a TÜV-certified process to ensure high-quality devices and safety before giving them a second life.

“We are very happy with the device quality! Can’t spot a difference to our previous new devices.”

Device management cockpit and customer service at the highest B2B level.

To efficiently manage all company devices, Made of Air uses circulee’s free, cloud-based device management cockpit. The cockpit allows Made of Air to request support with just one click, assign devices to team members, manage IT cost and invoices, and analyze the carbon footprint of the devices in one end-to-end solution. With circulee, Made of Air can directly order new devices without any hassle that arrive within two to three days – right in time for new employees joining the journey towards a more sustainable future.



Please contact us if you would like to find out how your organization can save CO₂, money, and time.

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