

Input interior launches e-commerce platform for reused furniture

Input interior, the Nordic region's leading independent interior design group, is launching a digital platform for reused furniture. With greenified.fi, new opportunities are created for a large-scale circular secondary market of furnishings for public environments.

Greenified is a circular furniture market for everyone who wants to buy or sell furniture in a cost-efficiently, simple and sustainable way. The ambition is to ensure circular ownership, where products that no longer meet the owner's needs can match someone else's.

Following a successful introduction in Sweden, Greenified is launched in Finland, and according to Birinder Singh, Site Manager at Input interior Helsinki, the Finnish market is ready for a digital market for reused furniture.

– We are seeing a great interest in sustainability among customers and architects. So far, there have been limited opportunities to buy second hand products for larger projects. But with greenified.fi, which bring together furnishings for small and big projects in one place, things are now changing, says Birinder Singh.

The central procurement unit Hansel Ltd. has implemented sustainability qualifications in an increasing number of public procurements. At the same time, there are more frequent requirements for eco-labelled products from the private business sector.

– The sustainability commitment continues to increase, and that is an indication that the launch is right on time. Greenified will be the main tool to meet the need for reuse in all sectors, Birinder Singh continues.

The launch of Greenified is taking place in three countries simultaneously. In Denmark, and Norway, and previously in Sweden, it is now possible to buy, rent and sell furnishings from and to all countries. To minimize carbon dioxide emissions from transportation, the user can narrow down the geographical perimeter to the regional area.

– The combination of buying, renting and selling products, and the fact that everything is managed through one platform, is essential. There are economically as well as ecologically sustainable benefits of the furniture being reused in new environments, Birinder Singh continues.

The launch will take place during Design Helsinki 24–25 August, where the award-winning interior design agency Fyra creates an installation with reused furniture from Greenified.

– Greenified is a circular economy tool that designers and architects have been searching. The service enables great possibilities for using used furniture in projects. The whole designing field needs to develop towards a sustainable future, and we at Fyra are pleased to take advantage of tangible tools for promoting a circular economy, says Niina Sihto, co-founder and Senior Designer at Fyra.

– It is a perfect opportunity for Greenified to be released at Helsinki's new contemporary design festival. Finnish and international designers, producers and architects are gathered here and they can see how valuable Greenified is. The fact that we will do it together with Fyra – one of the country's leading interior design agencies – raises the bar even higher, Birinder Singh concludes.