



Circular innovation in practice: Sundo and OptimaT join forces with the SMOTspot

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A circular approach to sustainable UV prevention

Sundo and OptimaT have joined forces to develop and produce the SMOTspot, a smart dispenser that provides free sunscreen in public places. This innovative project combines technology with sustainability to make skin cancer prevention more accessible, applying circular principles to production and reuse.

The first part of '**SMOTspot**' stands for '**Skin Matters Over Tan**' - a clear message that speaks for itself.

Transparency in circularity

With the SMOTspot, Sundo and OptimaT demonstrate how circular principles can be put into practice. The SMOTspot shows how innovative production methods can contribute to more sustainable processes and more efficient use of raw materials. The project also proves that economic and ecological value are perfectly compatible.

With this concrete example of a successful circular project, they want to inspire and encourage

others to embrace the benefits of a circular economy.

The SMOTspot: smart, sustainable and accessible

The SMOTspot is a metal post with an integrated sunscreen dispenser and a screen that displays UV levels in real time. With its built-in solar panel, the device works entirely on renewable energy.

The SMOTspot combines smart technology with user-friendliness:



Circular principles in action: how the SMOTspot applies the R strategies

Sundo and OptimaT apply the **R principles (Refuse, Rethink, Reduce, Reuse, Repair, Refurbish, Remanufacture, Repurpose, Recycle and Recover)** in the production and use of the SMOTspot.

Prevention and reuse

- **Refuse:** Widespread deployment of the SMOTspot in public places eliminates the need to purchase sunscreen individually. The result is a significant reduction in plastic waste.
- **Rethink:** The SMOTspot changes the way in which sun protection is offered. The concept has already been introduced in more than 50 towns and cities in Benelux, with support from AG Insurance and the cancer charity Stichting tegen Kanker among other organisations. The key design considerations are modularity, dismantlability, compatibility, ease of maintenance and upgradability. An analogy here is old devices that remain functional thanks to software updates. The choice of materials also plays a crucial role:
 - Sturdy – able to withstand intensive use in public spaces
 - Dimensionally stable – retains its structure during long-term use
 - Infinitely recyclable – metal can be processed again and again
 - Safe and easy to use
- **Reduce:** The SMOTspot is entirely solar powered, removing the need for an external power supply and minimising energy consumption. What's more, OptimaT has optimised the design:
 - 30% less used due to thinner metal casing
 - Two-layer powder coating doubles lifespan
- **Reuse:** After each rental period, SMOTspots are thoroughly overhauled for reuse. Materials, electrical components and packaging are reused where possible.

Extension of lifespan

- **Repair:** The SMOTspot's modular and timeless design makes it easy to repair and maintain:
 - Disassembly and reuse of electronic components
 - Repairs and updates to the casing
 - 80% of the internal components are reused
- **Refurbish:** After an intensive season, the SMOTspot is thoroughly refurbished. Damaged paint is removed and replaced with a new coating for a fresh look and protection.
- **Remanufacture:** Worn parts are replaced with overhauled or new components.

New applications and recycling

- **Repurpose:** Parts that are no longer suitable for the SMOTspot are used in other applications.
- **Recycle:** Materials are carefully separated and recycled at the end of their life.
- **Recover:** Non-reusable materials are sustainably processed with a view to integrating energy recovery in the future.

SMOTspot results

The partnership between Sundo and OptimaT has already had tangible results:

- **750 SMOTspots** produced since 2020
- **5.25 million free portions** of sunscreen distributed **in 2024**
- **Present in more than 50 towns and cities in Benelux**
- **Sustainability increased fourfold** by improved materials and circular reuse
- **Expansion** to Germany, Switzerland and France **in 2025**, in addition to the existing presence in Benelux

This approach makes skin cancer prevention more accessible, and the SMOTspot represents a best practice within the circular manufacturing industry.

From production to logistics: OptimaT's role in the circularity-friendly SMOTspot



OptimaT takes care of all aspects of the SMOTspot's production, including:

- **Metalworking**
- **Powder coating**
- **Electrical assembly**
- **Assembly and final packaging**

In addition, OptimaT is responsible for the storage, transport and logistical handling of the SMOTspots, for an efficient circular cycle. Reuse of packaging materials and efficient transport strategies keep carbon emissions down, in line with the circular vision.



The Solido Dispenser: Sundo takes a new step in circular UV protection

To make skin cancer prevention even more widely accessible, Sundo is launching the **Solido**. This new sunscreen dispenser is ideal for schools, sports clubs, construction sites, businesses and shops.

Designed for intensive use, the Solido is and is a **budget-friendly solution** for organisations that want to protect their students, employees or customers against harmful UV radiation.

Sundo is introducing the Solido in response to the growing demand for affordable and efficient sun protection solutions, reinforcing its position both at home and abroad and contributing to wider awareness and prevention of skin cancer.

Success factors in this circular partnership

- **Co-creation from design onwards:** The producer and sheltered workshop have together designed a production method that takes full account of the various forms of lifespan extension.
- **Extensive role of the sheltered workshop:** As well as production, the workshop is also responsible for transport, collection, storage, cleaning, repair, upcycling, data collection and expertise about reuse. As a result, it is able to offer customers a comprehensive package.
- **Smart seasonal planning:** Use during the summer and repair over the winter ensure a consistent work flow and efficient batch processing.
- **Long-term partnership:** The two partners have shared in the growth process from the start, resulting in a strong relationship and an ever improving range of services. They also use their assembly expertise for disassembly, repair and other valuable ReX activities.

- **Optimal use of technology and expertise:** They support the customer's sustainable model with their production expertise.

How lifespan extension makes your product circular

Gathering information or inspiration on how to deal with the complexity of product life extension in sheltered workshops? Seen the 'circular light', but still facing some obstacles? Like to know more about how sheltered workshops can contribute to your product's lifecycle?

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