

From repair to new value with ReX

18 November 2026, 12:00

Stefan Milis

How manufacturers can use ReX strategies to create new customer value and circular opportunities

The new European rules on repairs are bringing changes. At the same time, they are opening up new opportunities that many manufacturers are already seizing. How can you extract value from products, components, and materials for longer? How can you better support customers in doing so? And what new services or revenue can this create?

What is ReX?

ReX combines strategies such as repair, reuse, refurbishment, and remanufacturing. Not every strategy is suitable for every product or every market. The skill lies in working out which approach has the greatest potential for your company.

- **Reuse**
- **Repair**
- **Refurbish**
- **Remanufacture**

New ReX opportunities start with your strengths

Focus on the strong building blocks that already exist in your company. Examples might be a good service department, technical product knowledge, a network of partners, or close relationships with customers. In other words, don't start with what you need to improve, but with what you can strengthen right now:

- What's already working well?
- For which products can customers already see added value in a longer life?
- Which components retain a lot of value, and where does the demand for them lie?
- What extra guarantees can you already offer that won't cost you much but will generate returns?
- What risks do customers perceive as high, but are low or easy to manage for your company?
- What additional guarantee or service can you therefore offer quickly?

Your goal must be clear, but your strategy need not be yet

A ReX strategy often affects several parts of the company. That poses a challenge. Formulating a clear goal is simpler: it's about knowing what you want.

You may want to make products easier to maintain, gain more control over return flows, or move from selling individual products to providing a long-term service. A clear and appealing goal is easy to communicate, both internally and externally.

It raises useful questions that help you set priorities:

- Which products are suitable for repair or remanufacturing?
- What value do you want to offer customers? And how can you generate earnings from it yourself?
- What product design changes are needed?

- Which activities do you want to carry out yourself? Which partners can create additional value?
- What data or technology can support the process?



From initial experiment to profitable approach

Make it concrete right from the start and set up a small experiment. A practical approach starts with exploring opportunities. You can then develop a concept, test a business case, and launch an initial pilot project.

This allows you to find out what works technically and in practice. You also learn what customers value, what collaboration is needed, and where further improvement is possible.

On that basis, you can scale up effectively: not by following a set recipe, but by building on results, experience, and existing strengths.

Conclusion

The new repair rules don’t have to be an extra burden: they offer manufacturers opportunities to make better use of existing strengths. With a carefully designed ReX approach, you can extend product lives and create new customer value. Start with a feasible experiment, learn from the results, and build on what works. This way, repair can develop into a future-proof business activity.

Learn from other ReX projects and practical experience

You don’t have to figure everything out yourself: other manufacturers have already led the way. For each of these steps, we have gathered lessons from practice and practical tools, and organised them by theme.

? Start your ReX initiative

Discover the CIRKEL start-up platform

? Explore collaboration

Find out about circular opportunities for manufacturers

? Learn from practice

View examples of ReX strategies

Would you like to discuss your opportunities or develop an initial experiment?

Get in touch with Sirris. We’ll be happy to explore this with you.

Contact our experts

Authors



Stefan Milis