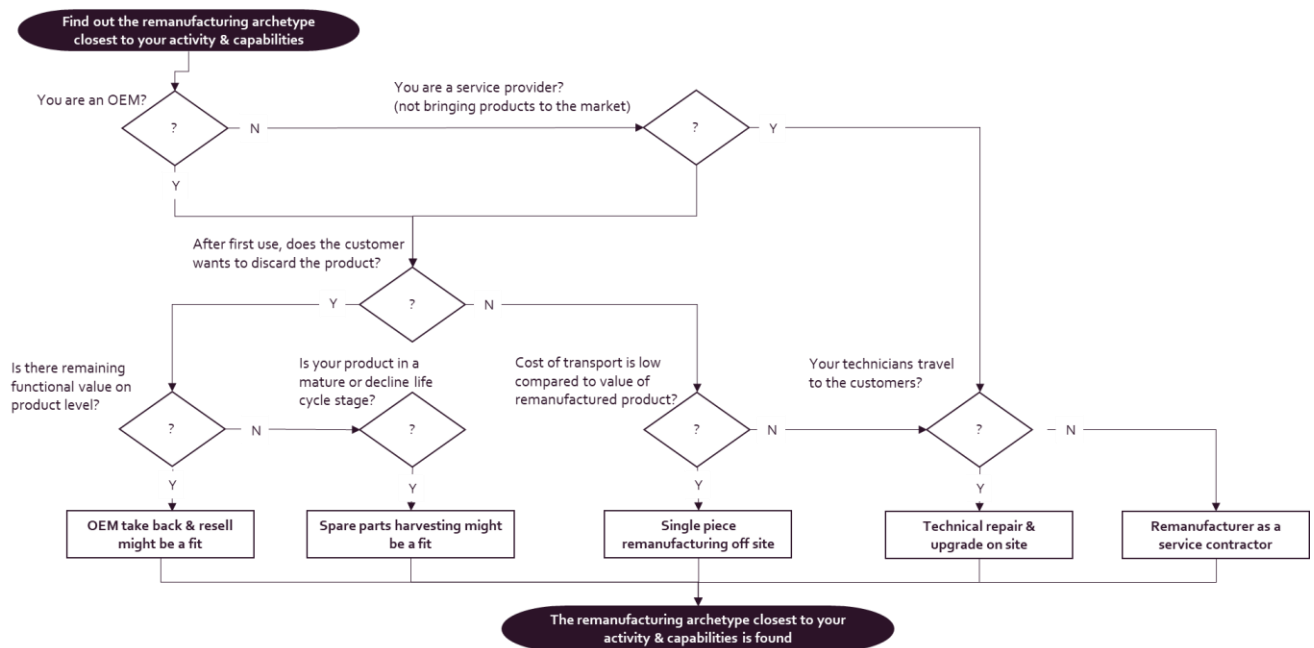


1 Why we use remanufacturing archetypes

The idea is to **explore where your business connects most** via recognisable blocks. By definition, the proposed archetypes are neither right nor wrong. It is possible that your remanufacturing idea fits into more than one archetype.

Use these archetypes to ask the right questions for your business and discover your strengths and further improvements. It can also help you find potential partners.

2 For which remanufacturing archetype do you start your exploration?



3 The five archetypes in a row

3.1 SHORT DESCRIPTION OF THE ARCHETYPES

Parts harvesting: Companies that 'harvest' valuable parts from discarded products to sell them back, typically through web platforms or other sales channels. The availability and delivery time of parts at a lower cost is the attraction for customers.

OEM repurchase and re-sale: Original equipment manufacturers (OEM) that buy back their own products from customers after the initial use phase. This often concerns quite complex or expensive products that the company resells after remanufacturing (possibly with upgrades or customer-specific customisation). It allows customers to buy high-quality products (premium brands) more cheaply.

Remanufacturing as a contractor: Organisations that remake, upgrade, or harvest the valuable parts of products on behalf of customers after their initial use phase, typically through long-term contracts. The contractor is paid for the volume they process. The quality of service is according to what customers are looking for: turnaround time, capacity, predictable and fair costs ... So, in this case, the value of the reprocessed products is determined in the contract with the customer.

Remanufacturing /Refurbishing of products in central workshop: These companies focus on project-based remanufacturing, refurbishing ... often of specific products. Typically, a unit price is calculated per project and may depend on the condition of the product that is presented. Customers come to these organisations because they have a specific need and are looking for an expert who can extend the life of their product. Clients typically have a technical installation in which the product to be remanufactured performs an important function.



Repair or upgrade of products ("assets") at the user's premises: These companies focus on repairing or upgrading products at customer sites. Choosing to provide this service at the customer's premises is mostly related to the cost and time involved in shipping the spare parts. In this case, customers are mainly looking for a quick intervention, as well as the additional functionality that the upgrade can deliver.

3.2 SUMMARIZED CHARACTERISTICS OF THE REMANUFACTURING ARCHETYPE

Archetypes	Basic characteristics for archetypes		
	Key Value Proposition	Customers	Business Model
<input type="checkbox"/> Spare parts harvesting	<ul style="list-style-type: none"> Parts availability & fast delivery Reduced delivery time (at premium price) Quality control 	<ul style="list-style-type: none"> Product owner/users Service providers Sales platforms 	<ul style="list-style-type: none"> Buy cores & Resell parts
<input type="checkbox"/> OEM take back and resale	<ul style="list-style-type: none"> A-brand quality Warranty & service Upgrade & customisation (option) Delivery time (option) Environmental performance 	<ul style="list-style-type: none"> OEM customer base: owner/operator New customers seeking for A-brand at lower cost 	<ul style="list-style-type: none"> Buy back & Resell
<input type="checkbox"/> Reman as service contractor	<ul style="list-style-type: none"> Service level : throughput time & cost, flexible capacity Knowledge of remanufacturing process & technology social economy employment (option) 	<ul style="list-style-type: none"> OEM's Sales platforms Product owners of large volume end of life products 	<ul style="list-style-type: none"> Long term contracts: Pay per processing volume, efficiency, (SLA) Some valorisation of waste streams
<input type="checkbox"/> Single piece reman off site	<ul style="list-style-type: none"> Throughput time of operation Access to spare parts Quality & warranty of repaired product Prevent purchase new customised product 	<ul style="list-style-type: none"> Owners/operator of technical installation 	<ul style="list-style-type: none"> Sales of repair service Margin on spare parts & consumables Some valorisation side streams
<input type="checkbox"/> Technical installation repair & upgrade on site	<ul style="list-style-type: none"> Value from upgrade (low energy, extra data,...) Speed of operation on site Quality & warranty on repair 	<ul style="list-style-type: none"> Owners/operator of technical installation 	<ul style="list-style-type: none"> Sales of service operation (labour time) Margin on spare parts & consumables

4 Insights & next actions

What new insights did you gather?
 What action could help you to take your idea one step further?
 Who could provide info or support to take this action?