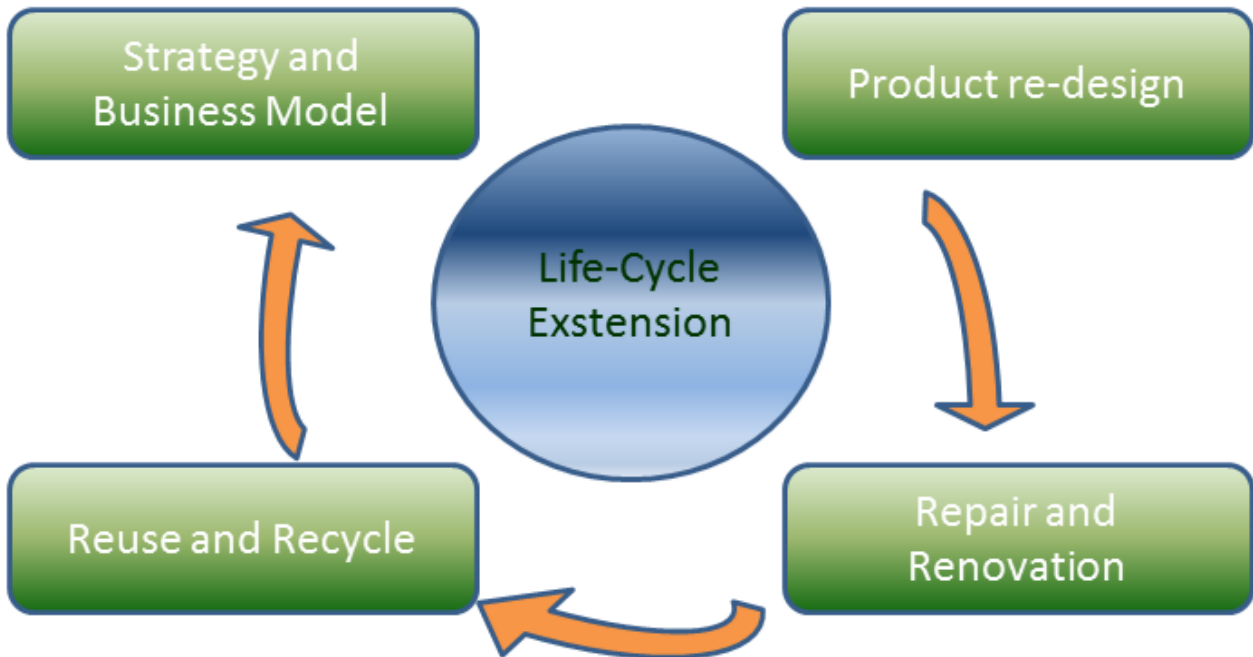




LIFECYCLE EXTENSION THROUGH PRODUCT REDESIGN AND REPAIR, RENOVATION, REUSE, RECYCLE STRATEGIES FOR USAGE&REUSAGE-ORIENTED BUSINESS MODELS



Project management

- **T-REX project**

Lifecycle extension through product redesign and repair, renovation, reuse, recycle strategies for usage&reusage-oriented business models is the title for the European T-REX project which started one year ago with the aim to develop integrated **Product-Service Systems** (PSS), or in other words, to promote a shift from value in exchange to value in use to satisfy customer needs.

In this new landscape, manufacturers do not sell a physical product, but its usage (renting, **pay-x-use**) or its outcome (**pay-x-performance**). Companies and supply network should focus on reducing the **Life Cycle Cost** of the Product-Service Systems and extending their lifecycle in order to maximize profits, but also to increase customer utility and the lifecycle value of their offerings.

Also the current economic downturn is pushing many sectors related to manufacturing industry towards **new business models** that completely change the manufacturer's perspective over the costs and revenues arising during the product lifecycle. Such models entail environmental benefits too through increased duration, renovation and re-use of product modules.





Industrial objectives

• The aim for T-REX project

is to give support for the transition, in the capital goods industries, from the "traditional" business models to the "new" business model. Different **levers** will be considered for this to happen:

- A **business model** suited for the new landscape that changes the way products are offered and customer relationships managed;
- **Product design techniques** to extend the lifecycle, to foster upgrading and renovation, and to support serviceability;
- **Service design methods** to develop new services consistent with the business models and re-engineering existing services;
- Integrated local **condition-monitoring** capacities and tools for **asset health management**, customizable to the industry requirements;

Three practical demonstrators in the transportation (forklift trucks), machine tools and robot systems domains will be experimented to show that the new business platform can **reduce operational maintenance service costs**, **increase re-use** of components and **extend the life cycle**, with a global **reduction in the Life Cycle Cost** of 25-30%.



Consortium partners meeting at IK4-TEKNIKER, Bilbao (ES)

Coming soon...

- Press release about 1st year T-REX General Meeting in Stuttgart – Oct.2014
- 5th Cambridge Service week (UK) – Oct. 2014
- 29.BI-MU (fieramilano – Milan IT) – Oct.2014
- FabbricaFuturo (Verona IT) – Oct.2014
- XIX Summer School Francesco Turco (AIDI 2014) – Oct.2014
- 3rd International Business Servitization (IBS) Conference – Nov.2014
- Issue 2 of T-REX Newsletter released – Jan.2015



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