

Implementing a circular economy to the market of plastic ropes

About the company

DFS is a company for marine supplies. Open 24/7, DFS is always stocks and are ready to deliver at a moment's notice. Whether you need dinner plates or safety nets, count on us to be there for you when you need DFS. No matter where in the world you are.

DFS also specialize in providing global logistics and forwarding services for maritime vessels. DFS customers include cargo ships, cruise ships, fishing boats and everything in between.

Background

Plastic waste is a huge problem all over the world, it is extremely damaging to the nature and wildlife of our planet. Various measures have been imposed on industries and consumers alike, the goal is most commonly to recycle more plastic or simply finding alternative materials to remove the need of plastic all together.

In later years the evolution of the thought process, regarding the recycling of plastic, has been heading towards the concept of "circular economy". Not only should recycled plastic be used to create new products, but the recycled plastic should also be sourced from the plastic waste generated by the industry that uses the product in question.

Plastic ropes is a huge source of plastic waste. In fact, out of all the plastic waste collected from the Norwegian coastline, by the Norwegian initiative "Hold Norge Rent" (2020), plastic ropes were the most common type (12.2% out of 1 409 656 kg) [1].

Current situation

To offer our customers a more sustainable solution DFS has created ReLine, it is a new brand of rope that is completely made from discarded plastic ropes & nets from the maritime industry. We also offer the possibility of making sure that any old rope, that the customer will replace with ReLine, will be sent to the recycling facility where the raw material (plastic pellets) for ReLine is made. Now we want to take the next step in the development of ReLine and would therefor like to challenge ourselves by working with somebody from the outside of our organization.



[1] https://issuu.com/keepnorwaybeautiful/docs/210707_rydderapporten_2020_screen

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Master thesis potential objectives

Develop and evaluate relevant circular business models

ReLine is not only a new product, the whole concept of “circular economy” is brand new for the market of plastic ropes. What could the business models look like?



Insights on marketing and pricing

- To which industries / markets should DFS target the marketing and sales?
- What are customers willing to pay for increased sustainability (CO2-reductions, recycling etc.)?
- What other products could be interesting for current and potential new customers?

Industrialization and scaling up

- How can the industrialization process look like when DFS want to increase the volumes of ReLine?
- Who should DFS partner with?
- How should the logistics flows be designed?

Contact information

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