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– "Everyone is talking about sustainability, but you are one of the few that show what you mean". That is exactly what one customer said to me during the fair. And that is a great testimony for Gotessons and our Loop.

Gotessons' Sales Director, John de Boer, is very happy about the reaction they have had towards their sustainability concept, Loop. With over 1300 visitors in their stand during 5 intensive days at the fair, they have spoken to many people in the furniture industry about sustainability. The idea about the recycling concept Loop is to think circularly from drawing table to finished product, in material, design and services. Combining sustainability with quality.

– That the interest for what we are doing is big was most noticeable with the people who wanted us to contact them after the fair. We had a tree trunk in the middle of the stand where visitors could staple their names and numbers to be contacted afterwards. At the end of the fair, we had 1378 pieces of paper on the trunk, says Jessica Carlstein, Marketing Director at Gotessons.

Maybe they received extra many names on the trunk because Gotessons promised to plant two trees in Ethiopia for each name on the trunk.

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