How to make better products that don’t cost the earth.

Positive Products+

With new legislation[1], increasing customer expectations[2], climate change and supply chain factors, sustainability is firmly on the agenda.

When done right it can create a market advantage[3], strengthen your brand and help future-proof your business[4].

But sustainability is a complex challenge. There is no one size fits all solution and it can be hard to know where to start and how to implement it effectively.

That's where we come in.

1. Such as the **Extended Producer Responsibility** and EU's **Right to Repair** which are raising the bar of the market.

2. Consumers are quicker than ever to spot greenwashing and are demanding a genuine commitment to people and planet.

3. Reduce costs, improve access to investment and unlock new marketing opportunities.

4. Sustainability isn't going anywhere. Stay ahead of the regulation and build trust with your customers.

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25 years developing better real-world products has shown us where sustainability works and where it can fall short.

It’s clear the biggest impact is set by decisions made right at the start.

That’s why we created our **Positive Products** framework to help you set clear goals from day one and push them through to launch.

↓ See how it works

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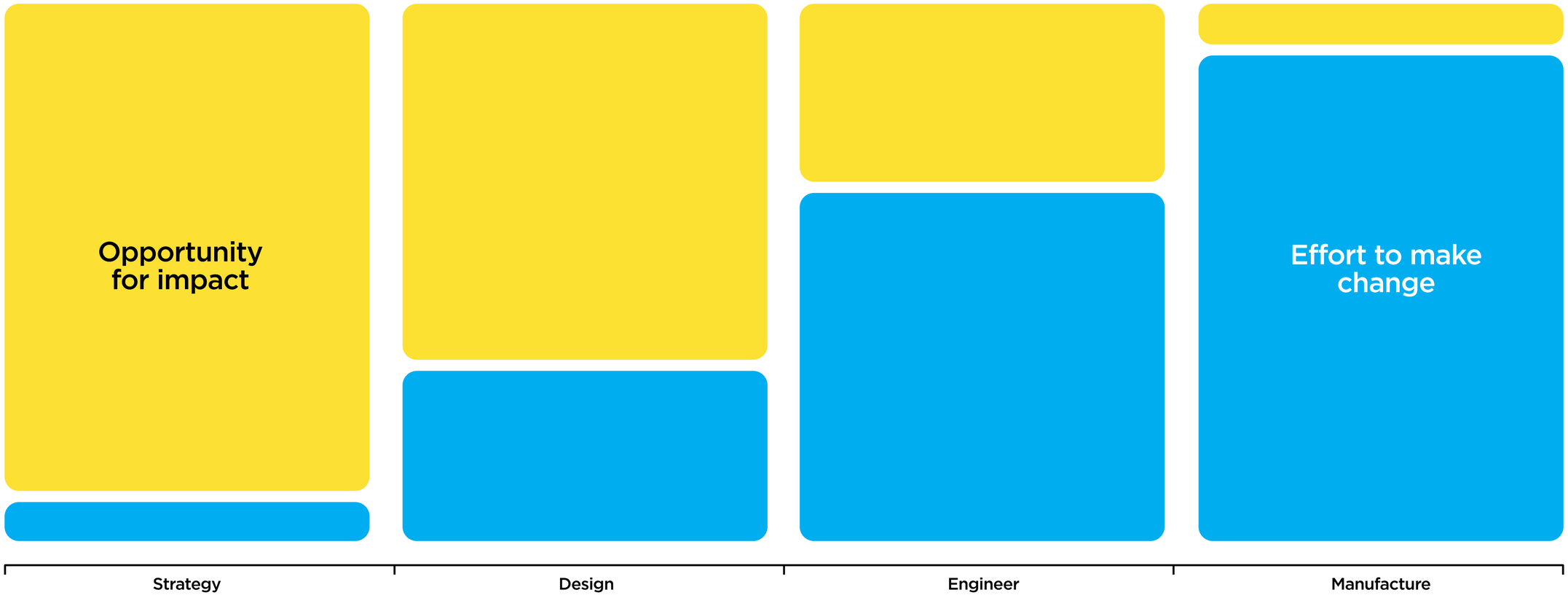
Start as you mean to go on.

The further down the development path you go, the harder it is to make meaningful positive change. Starting with strategy unlocks the biggest potential wins.



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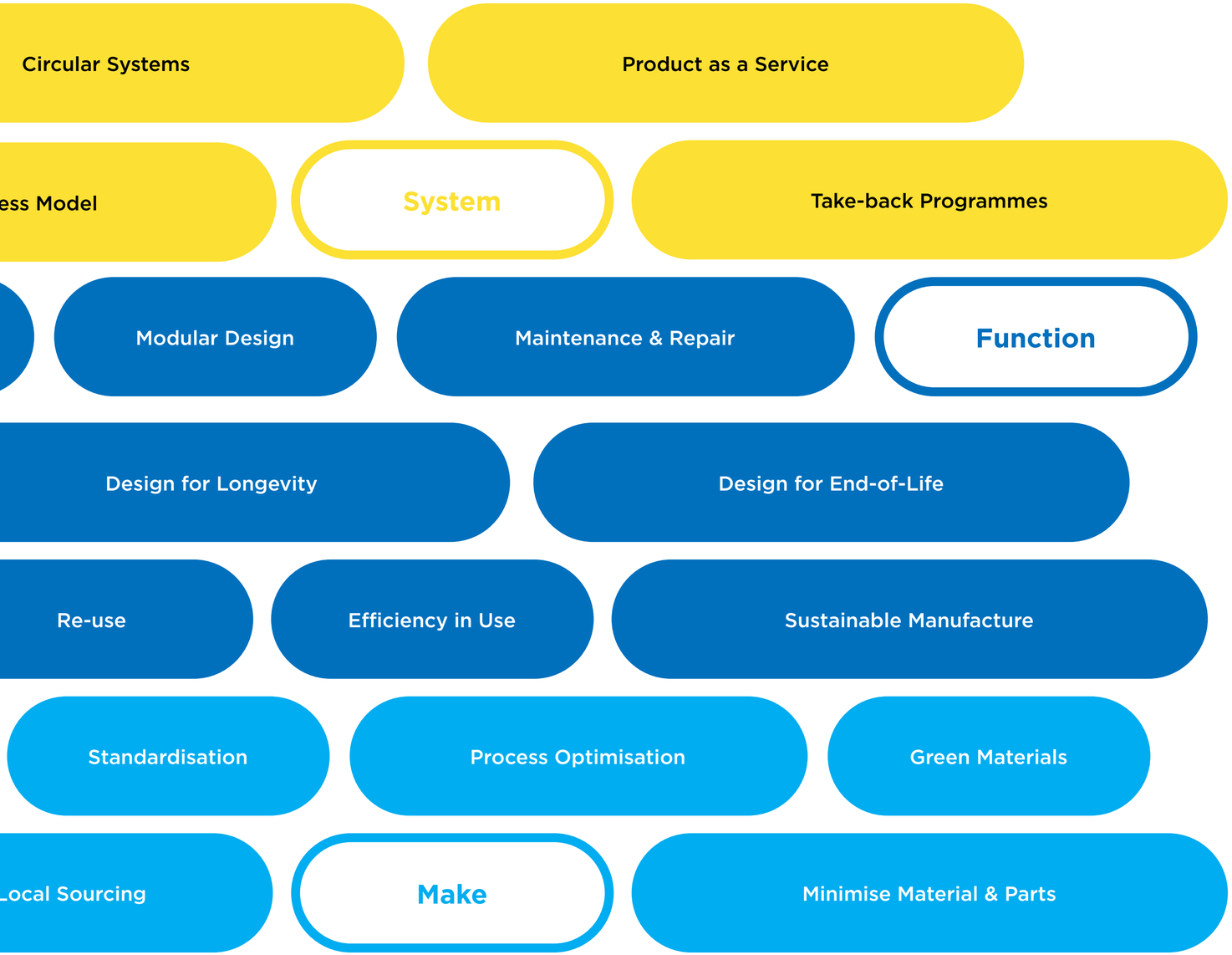

Strategic approaches.

Whether you're aiming for big, long-term change or smaller, faster wins, the key is knowing your options and focusing your efforts where they'll count most.

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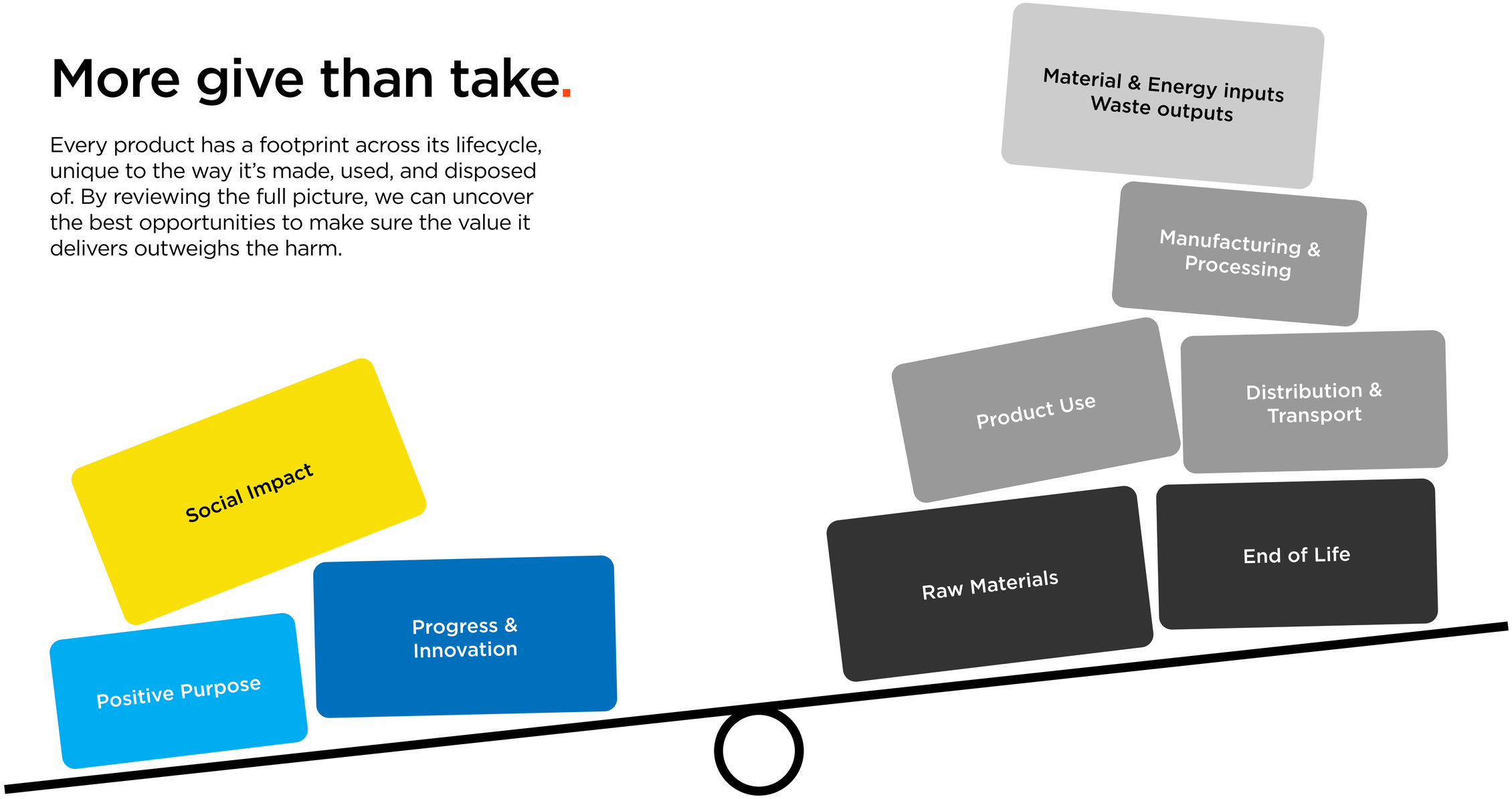
More give than take.

Every product has a footprint across its lifecycle, unique to the way it's made, used, and disposed of. By reviewing the full picture, we can uncover the best opportunities to make sure the value it delivers outweighs the harm.



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Ways to get started.

Our sustainable strategy workshops

Find Your North Star

- Align sustainability goals with business strategy and values
- Get stakeholders on board with a clear roadmap and messaging
- Make decisions with confidence and clarity

Scan Your Radar

- Understand your competitive landscape and market trends
- Review existing products and legislation shaping your sector
- Set clear priorities and highlight key opportunities to stand out

From What Is to What If

- Creating the space to step back and reimagine what's possible
- Uncover where meaningful change can happen
- Creative exercises to push past business-as-usual thinking

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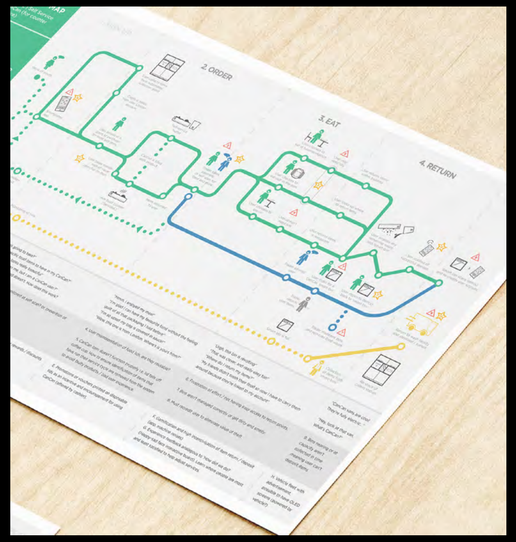
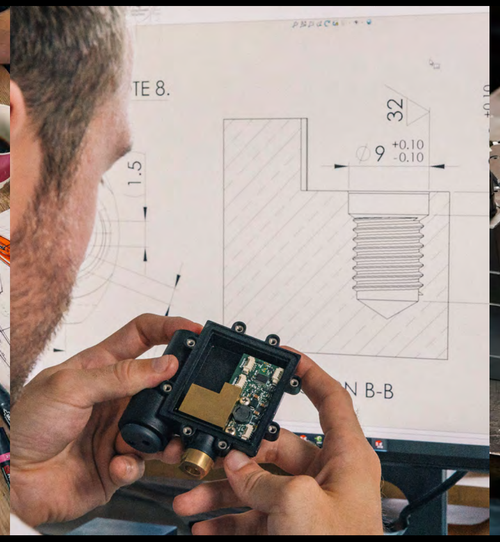
It’s only positive if you can deliver it.

Our implementation framework

Core Development Process





Strategy

Set the direction, reduce risk and maximise opportunity

Explore

Observe and question. Generate ideas and shape concepts

Develop

Refine, prototype and test. Optimise performance and sustainability

Deliver

Prepare for manufacture and connect with positive suppliers

Launch & Aftercare

Track results, measure impact and push sustainability past the design

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We collaborate with ambitious start-ups and global brands to create **Positive Products** that make a real difference.

From pollution masks to a radical new heating system for social housing, we've worked on hundreds of projects across sectors where performance matters.

"The Realise team were outstanding from start to finish, providing excellent ideas, guidance and expertise, right through to the manufacture of the product.

Alex Smith | Co-Founder of Airhead Pollution Mask

↓ Book a no obligation discovery call today

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Let’s Talk

David Aitken | Design Director

Find out more at:

www.realisedesign.co.uk

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