

URBANNATURECULTUREAMSTERDAM

WHAT'S NEW



Mineralz and Urban Nature Culture Amsterdam are joining forces to produce circular tableware.

Mineralz, a subsidiary of Renewi, has signed an exclusive agreement with Urban Nature Culture Amsterdam for the supply of FORZ®Glaze as a raw material for a new glaze on second-hand ceramic tableware. With the agreement the secondary raw material is applied to the Urban Nature Culture dinnerware collection, which will be sold at both national and international department stores and specialty stores.



REUSE TO REDUCE

Based on the joint ambition to give discarded products a new lease of life, Mineralz and Urban Nature Culture have entered into a cooperation agreement that will give second-hand tableware collected at recycling centers a second life.

Urban Nature Culture, an interior and lifestyle brand, examines daily how it can offer more value to our planet and its inhabitants.

We, owners of Urban Nature Culture Amsterdam have a long history background in tableware. Coming from that background, we know that there is so much second-hand tableware amongst hotels, restaurants and household which is now considered as waste.

Looking at the sustainability goals we all have to achieve, we started in 2016 to consider re-using second-hand tableware with a new glaze (RE-USE).

“We are constantly looking for ways we can produce products in a sustainable way,” says Anne Marie Hermans Creative Director and Founder of Urban Nature Culture. “Hereby we guarantee not only the fair wages for the craftsmen but also the application of new and environmentally friendly sources such as in this beautiful collaboration by using secondary raw materials instead of primary ones.”

FORZ®Glaze consists largely of secondary raw materials, including cleaned bottom ashes. Paul Dijkman, Director Mineralz explains: “This innovative application makes end products circular because it replaces conventional glaze, eliminating the need for primary materials. FORZ®Glaze is suitable for both fine and coarse ceramic products where color and gloss can be customized by adjusting the recipe. It goes without saying that the products and objects produced with FORZ®Glaze are suitable for consumer purpose and also meet the applicable environmental requirements.”



The new collection of Urban Nature Culture is produced locally and consists of cups, plates, teapots and mugs and will be available from mid-2020 at department stores and specialty stores both in the Netherlands and abroad.

