

Spray

01 - april 2013

SPRAY Eco-innovation About the initiative

The project SPRAY - Breakthrough Water Spray System for Front loading washing machines – aims to demonstrate to the market the technical and economical feasibility of the application of a new technology for a consistent water reduction in household appliance. Alongside, the project intend to confirm and set up the best production process for the solution proposed, in terms of performances, energy consumption, resources utilization, environmental impacts and to en-

sure the most effective introduction of the innovative SPRAY solution into the target markets, through the development of a complete business plan, exploitation and dissemination activities. The action, having a total budget of Euro 1.5 Mln, is coo financed by the EU through the Eco-innovation program. The eco-innovation initiative bridges the gap between research and the market and it helps ideas for innovative products, services and processes that protect the environment

become fully-fledged commercial prospects, ready for use by business and industry. In doing so the initiative not only helps the EU meet its environmental objectives but also boosts economic growth. Furthermore, Eco-innovation is about reducing our environmental impact and making better use of resources. This means developing products, techniques, services and processes that reduce CO2 emissions, use resources efficiently, promote recycling and so on.

Project Team



WHIRLPOOL EUROPE srl is the Project Coordinator, in charge of overall project's management, monitoring activities, quality assurance and risk planning; will support, in collaborator with other partners the production process for full commercialization of eco-innovation product; will support monitoring of process indicators (enviromental and economic); willlead dissemination and support market replication and exploitation.



PASELL is accountable for optimization of production process of crucial components of eco-innovative product process in terms of resource efficiency, energy consumption, etc... enabling material reduction on appliance level and opening additional resource saving; participate to project's meeting and dissemination events.



BAUKNECHT is the main integrator of Technologies; will develop and aptimize, in collaboration with partners, the production process for full commercialization of eco-innovative product; support monitoring of process indicators (enviromental and economic); will lead market replication and exploitation.

SEEBER+PARTNER

SEEBER + PARTNERS supports finalization of HW and SW; Support re-design of crucial components for process optimization; partecipate to project's meeting and dissemination events.

What is Eco-innovation ?

The eco-innovation initiative bridges the gap between research and the market. It helps good ideas for innovative products, services and processes that protect the environment become fully-fledged commercial prospects, ready for use by business and industry. In doing so the initiative not only helps the EU meet its environmental objectives but also boosts economic growth. The EU is looking to maximize the impact of Eco-innovation and make every euro go as far as possible. The best Eco-innovation projects are those that can be replicated across the EU.



ECO-INNOVATION

