

Gardening tools



Context

A gardening tool manufacturer integrates twintag into its products to drive correct use (reducing wear and tear), to enhance maintenance thus extending durability, and streamline the return and recycling processes.



Solution

With twintags, consumers can easily access detailed user information such as video tutorials, maintenance tips, troubleshooting guides, and direct links to purchase consumables and spare parts. They can also initiate tool returns for repair or recycling, possibly benefiting from monetary incentives or deposit returns.



Outcome

Tools last longer due to proper care, reducing the environmental impact from waste. The ease of recycling promotes a sustainable lifecycle, while customer satisfaction is boosted by the support for maintenance and repair. Increased return rates turn refurbished reuse into a mainstream option.

