

## Coffee Talk with Freddy



**Please tell us about yourself, who are you and what do you do?** Hey, I'm Freddy, a product designer and founder of EveryOtherDay. A sustainable label from Munich. I design and develop recyclable products which are then sold in my online store. With all this, I try to make everyday consumption a little bit better.

**How did your journey towards sustainability begin and how did you come up with the initial idea?** Originally I saw on a small Instagram account that it is possible to press recycled cardboard using 3D-printed molds. Immediately I saw a huge potential and started to develop the process in over 1.5 years so that even unnecessary binders or glue could be omitted.

**What are the biggest challenges you face?** As for many other young designers, the hardest part is generating attention for your ideas and projects. Nowadays, every repost or blog post costs money, so it's even nicer that there are sites like beyondplastic.net that have made it their mission to change just that.

**What is a possible future for your initiative? Where do you want to be within five years?** Pressed cardboard as a material has a great future, it is impact resistant, shatterproof, burns poorly, and recyclable. All this makes it a truly holistic sustainable material and I want to firmly establish this material in the furniture industry and thus create my contribution to a better world.

**If you have three free wishes, what would you wish for?** Obviously, ending war, hunger and the climate problem. But in terms of my project, I would like to achieve more visibility to have more money for research and development of new products.

**What do you think we all can do to solve the plastic pollution problem in general?** I think plastic is an incredibly fascinating material with many good properties, yet it is used too inflationary. Many of the products that are made from plastic do not have to survive hundreds of years and should not be made from a material that does. According to the motto refuse, reuse, rethink, the consumption of plastics should be strongly limited and thoroughly reconsidered.

Insights about the project

### “EveryOtherDay”

by Frederik Rasenberger, Germany



*EveryOtherDay inspires. With unique and sustainable design, they awaken the joy of small things. They tease out the inner child, which wants to discover the unknown and experience the old with new eyes.*