

**Brussels, 22 September 2025
(OR. en)**

12640/25

**COMPET 851
MI 631
IND 339
INTER-REP 93**

NOTE

From:	General Secretariat of the Council
To:	Delegations
Subject:	Presentation by Stykka & Product Connect (agenda item 2) at the Working Party on Competitiveness and Growth (High Level) on 09 September 2025

Delegations will find attached a presentation by Stykka & Product Connect, with a view to the discussion by the Working Party on Competitiveness and Growth (High Level) at its meeting on 09 September 2025.

This document contains a presentation by an external stakeholder and the views expressed therein are solely those of the third party it originates from. This document cannot be regarded as stating an official position of the Council. It does not reflect the views of the Council or of its members.

Agenda

1. Stykka, learnings
2. Product Connect
3. Discussion / Questions

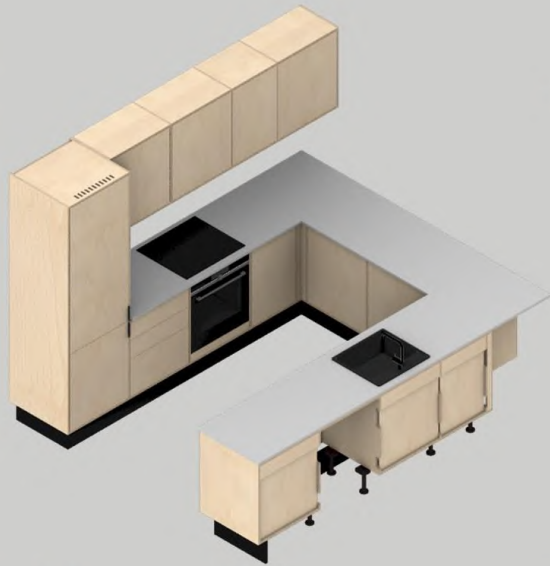
Stykka®

Stykkka[®]



Next generation connected interiors for large scale real estate owners and operators

Stykka™ © 2024 — Denmark



Stykka

What we do

Stykka's innovative circular kitchens respond to global trends of resource efficiency, circularity, and lowered total cost of ownership by optimizing material usage, promoting a closed-loop system, and reducing long-term costs.

Global trends

Our sustainable designs minimize environmental impact and offer clients adaptable, durable, and visually stunning solutions for the large-scale construction industry. By capitalizing on these trends, Stykka empowers clients to invest in a greener, economically viable future for both the construction sector and the planet.

Powerfull ecosystem

Stykka's powerful ecosystem, with QR codes linked to digital twin technology and a contextual webshop, enables easy repairs, maintenance, and upgrades, enhancing customer experience and fostering loyalty. This innovative approach drives recurring revenue, positioning Stykka as a leading provider of customer-centric, sustainable kitchen solutions.

Massive opportunity

Our total addressable market — Circular interiors for the large scale construction industry — is massive and only small penetration at few large multi national players is needed to generate billions in revenue, save millions of tonnes of waste and make huge positive impact on the planet.

First mover

The market for Stykka's circular interiors is massive due to rapid urbanization, increased demand for sustainable construction solutions, and the need for space-efficient designs in large-scale projects. As developers, architects, and contractors seek eco-friendly, innovative, and cost-effective solutions, Stykka's products emerge as a highly sought-after option to meet these growing demands, positioning the company at the forefront of a thriving market.



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Designed For Disassembly



6

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Digital



Tap-to-connect

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Tap to Connect

Our "Tap to Connect" feature revolutionizes kitchen maintenance and upgrades.

With a simple tap, users can easily access and interact with a digital twin to make seamless updates, repairs, and future renovations.

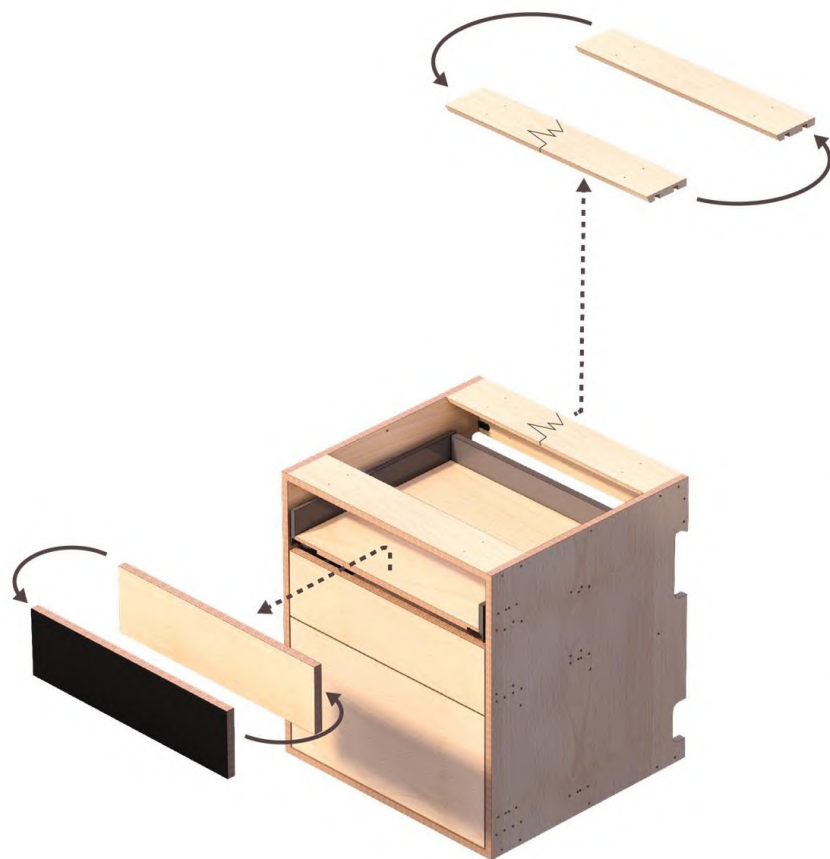
This innovation enhances product longevity, reduces downtime, and ensures that our kitchens remain efficient and up-to-date, providing unparalleled convenience and value to our clients.

Stykka



Stykka





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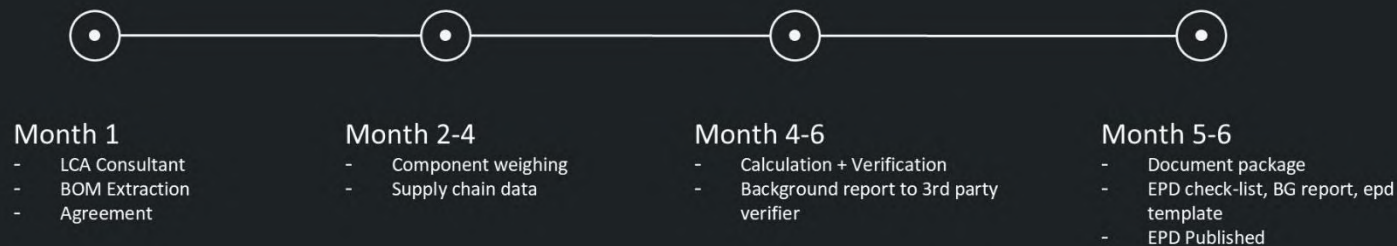
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www.stykka.com

Getting a EPD (Impact certification)

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Time: 8.5 months
Cost: 62.000 EUR
Output: Verified EPD

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What if we could...

1. Help other product companies understand their product impact ?

✓ Reduce waste & emissions

2. Provide infrastructure to efficiently repair and upgrade products

✓ Increase product lifespan

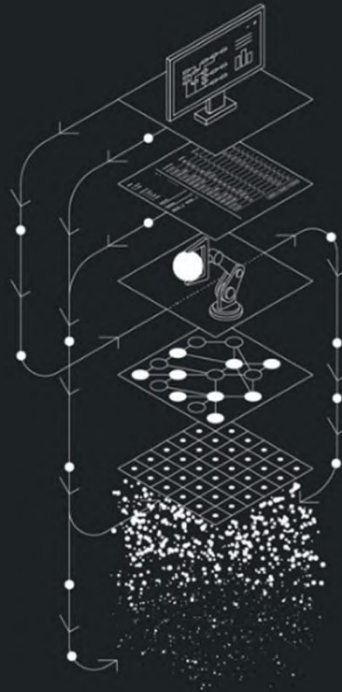
3. Do this at a global scale ?

✓ Make a actual difference

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Product Connect™

The digital backbone for better
products.

Problem

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10 million tonnes of furniture are discarded annually in the EU alone.*

Repairing products remains a challenging task for consumers.

Manufacturers lack the infrastructure to efficiently sell spare parts.

The EU is enforcing increasingly stringent regulations on manufacturers.**

Problem cntd.

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Manufacturers must prove impact, not promise it.

- Product data is scattered across CAD, BOMs, and suppliers.
- LCAs are slow, expensive, and quickly outdated.
- Buyers and regulators demand verifiable, comparable facts.

Solution

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Product Connect turns your 3D model into a living product passport.

- Upload model → auto-structure components → invite suppliers to fill data.
- We calculate impact and produce consumer, professional, and technical (EPD/PEF-ready) reports.
- One source of truth you can share, update, and audit.

How it works

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Import 3d model

- Import manufacturing data
- Any design format, STL, OBJ, STEP
- Solid Works, Inventor, Rhino, Fusion 360



Analyze components

- Connect ERP System
- Harvest supplier data
- Import Supply Chain

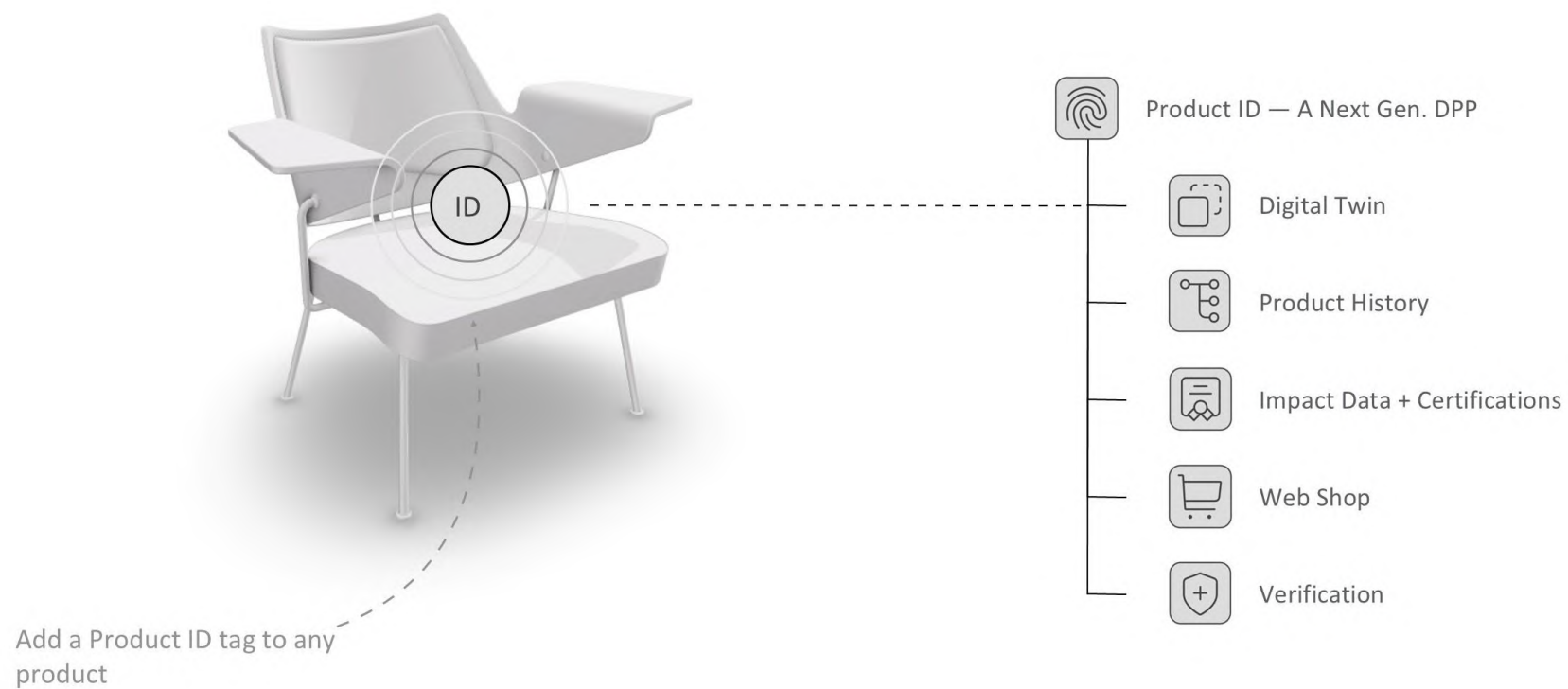


Gather data from suppliers

- Serialized unique product ID
- Hardware Agnostic
- Zebra Compatible
- Multiple formats supported, QR, RFID, NFC

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Solution



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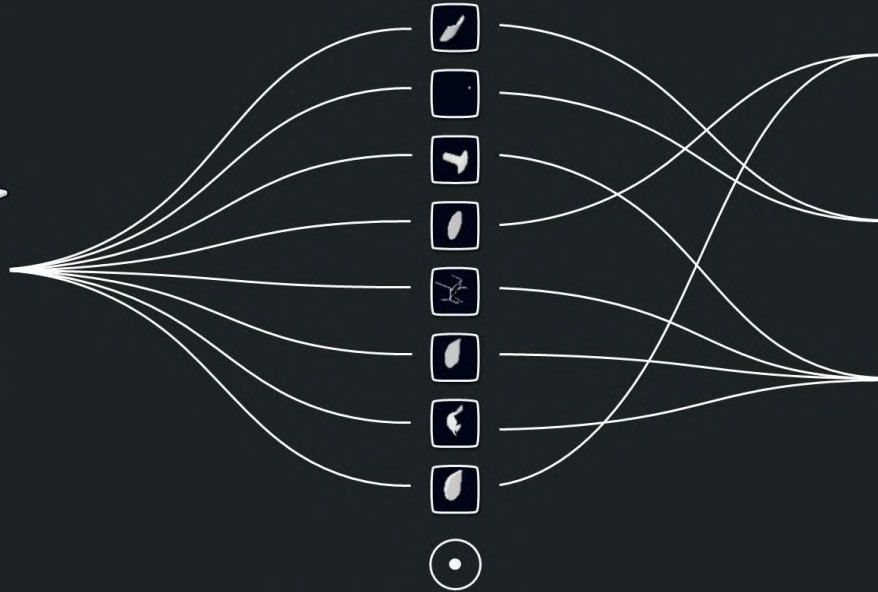
How it works

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Manufacturer Back-end

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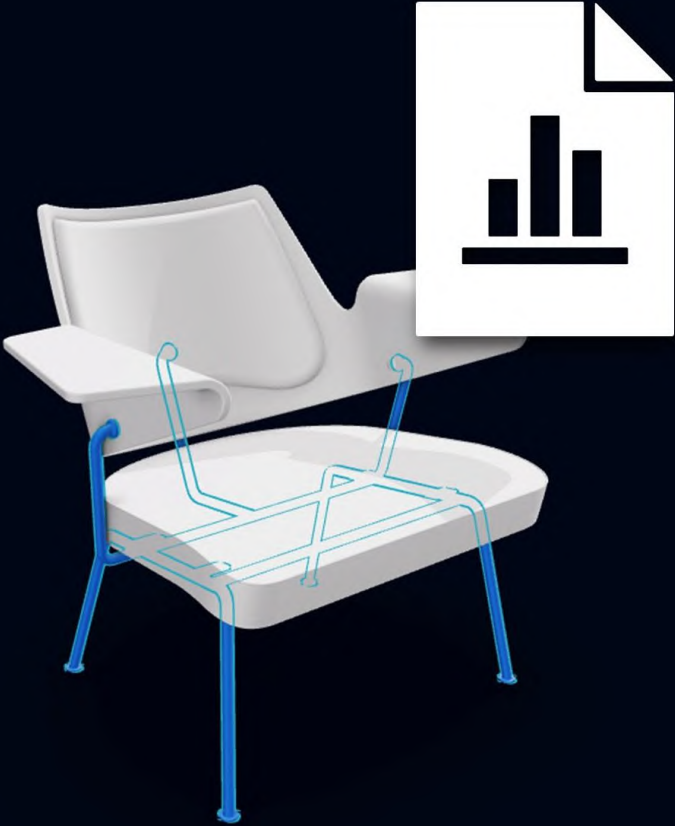
BACKEND SYSTEM

Product Connect

- Learn where your products end up, how they are being used and what breaks over time.
- Detailed Supply Chain Analytics.
- Understand ESG Impact in your supply chain.

< Product studio

GPC© 2025 — Denmark



&t - lounge chair42.9% done

Product information
Assembly, logistics & packaging

>

Add data for each component the product is made of using the table below.

Components (0 / 8 done)8 components

+

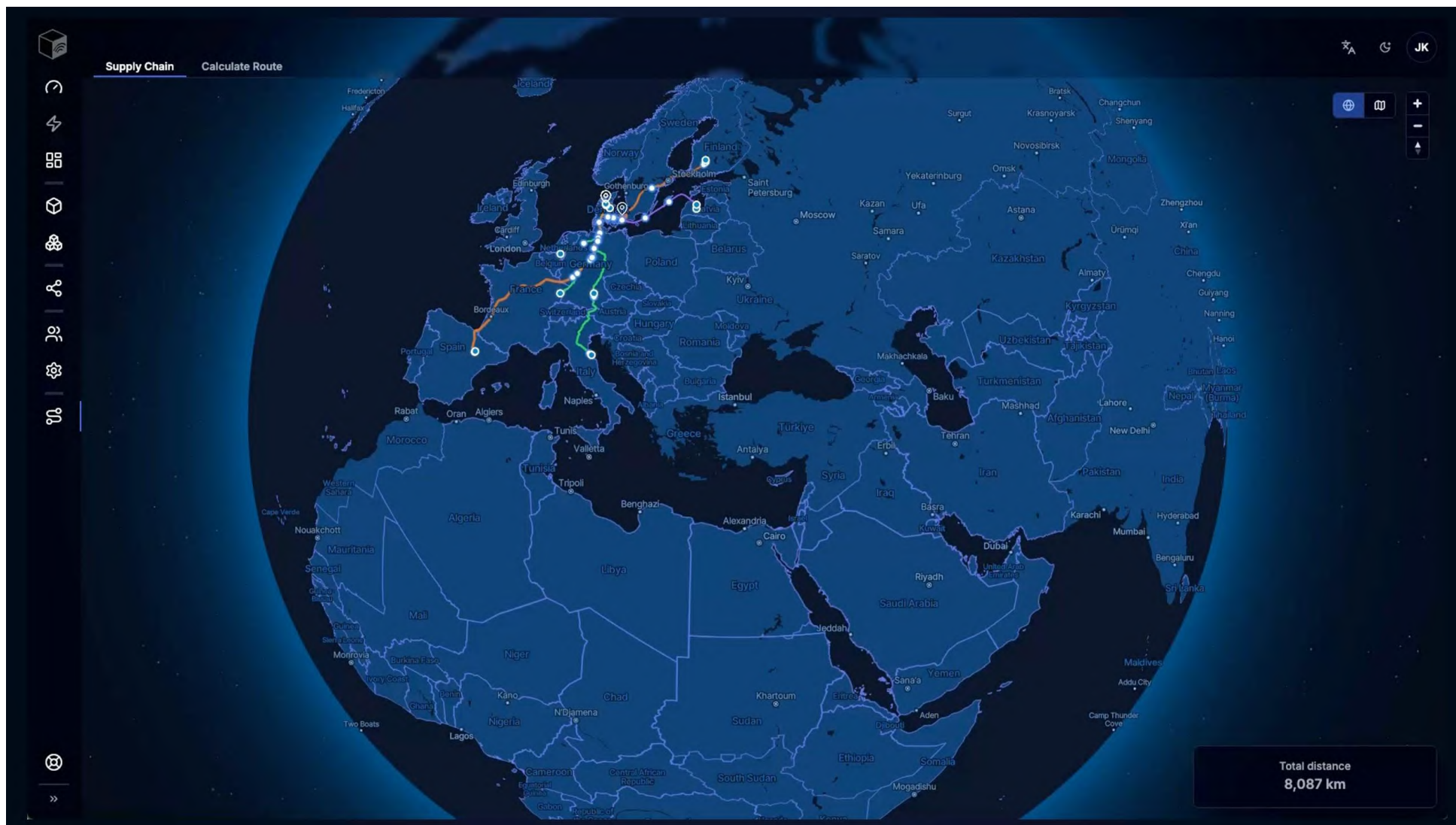
Component	Amount	Progress	Actions
 Fillet2 2394.534 cm ³	1		>
 23.06.21_RD_ 0.935 cm ³	3		>
 23.02.20_RD_ 0.917 cm ³	2		>
 23.11.08_RD_f 1.199 cm ³	4		>
 23.11.08_RD_f 570.802 cm ³	1		>
 23.11.08_RD_f 2832.841 cm ³	1		>
 Arm rest 4508.227 cm ³	1		>
 23.03.23_RD_ 16421.674 cm	1		>

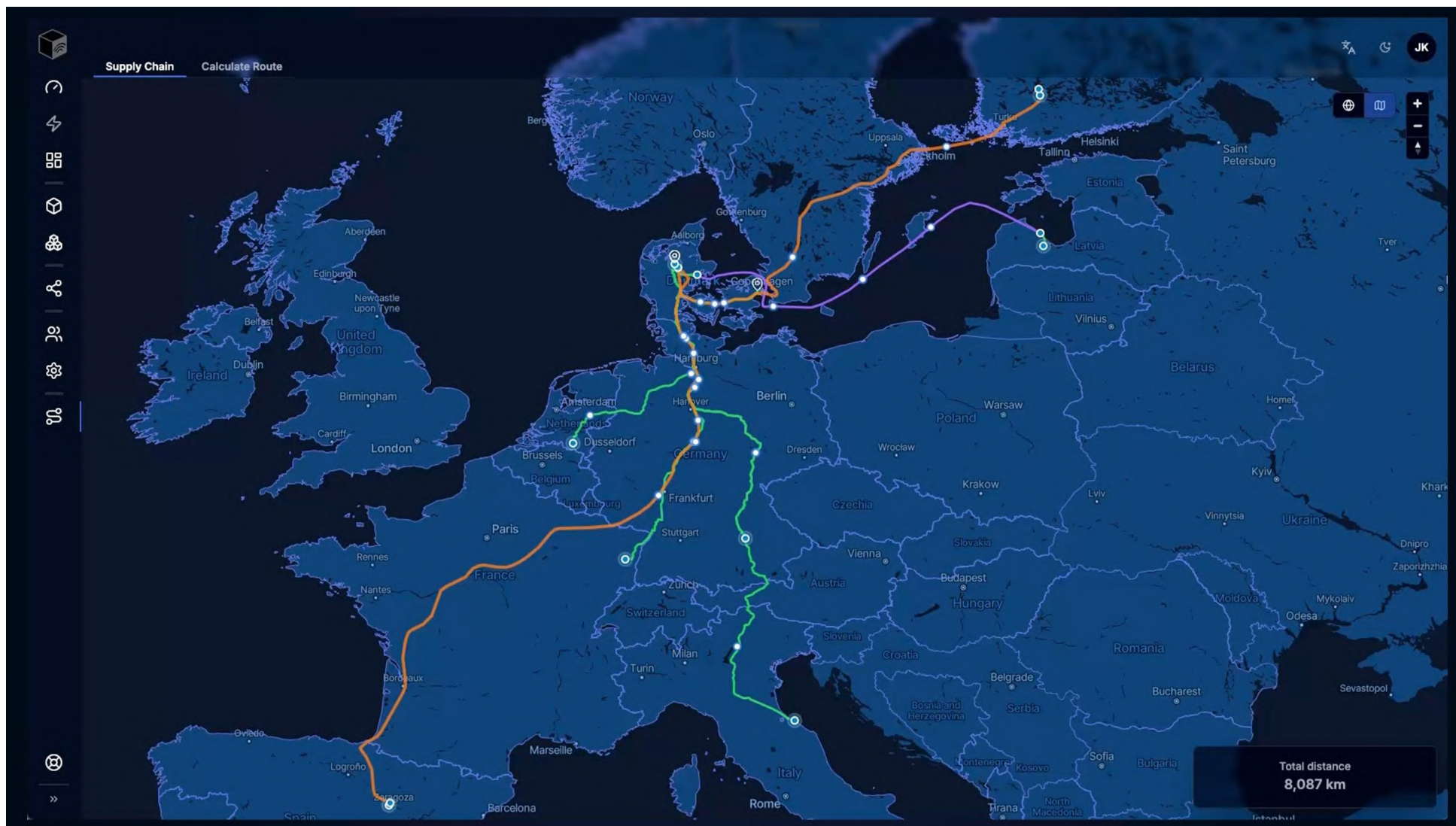
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ANNEX

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EN





DPP

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Benefits

Product Owner:

Convenient way to repair and upgrade the product

Extend product life span

Save resources by 'repairing, instead of replacing'

Manufacturer:

Convert unknown product owners into life-long customers

Embed a web-shop in every product

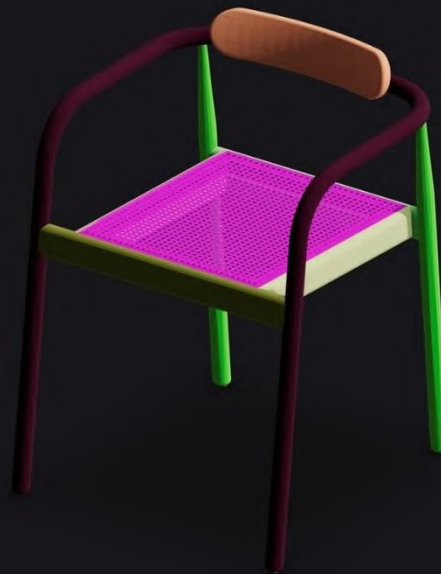
Sell spare parts and product upgrades using existing infrastructure

Improve products using actual usage data

Full compliance with future regulation: DPP, "Right to repair", LEAN, CBAM, ECO Label

Heat map - Reliability

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31x reported errors
AHM, Seat bolster

12x reported errors
AHM, Back Leg

5x reported errors
AHM, Plastic Feet

2x reported errors
AHM, Front Assembly

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Heat map - Emissions

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42 kg/co2e (5.233 km)
AHM, Front Frame Top

11 kg/co2e (1.539 km)
AHM, Seat Bolster

3 kg/co2e (261 km)
AHM, Back Frame Leg

Heat map - Cost

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€82,2 Per Part
AHM, Seat bolster

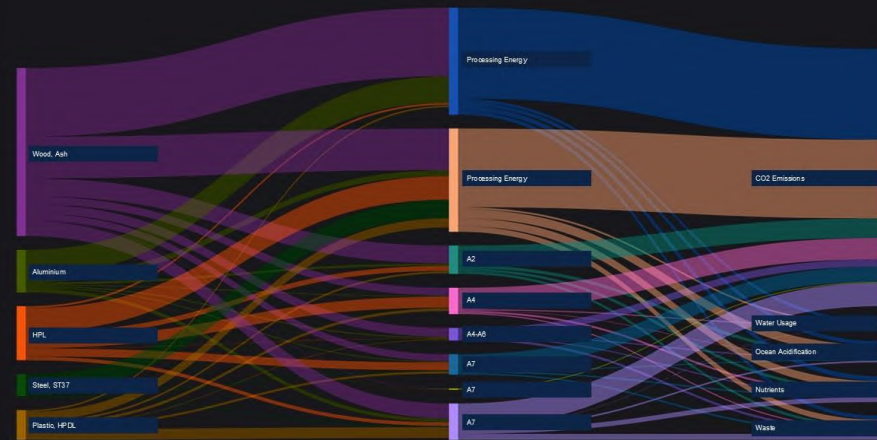
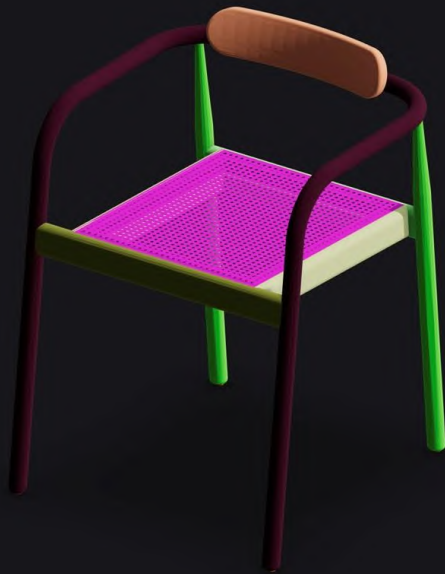
€24,2 Per Part
AHM, Back Leg

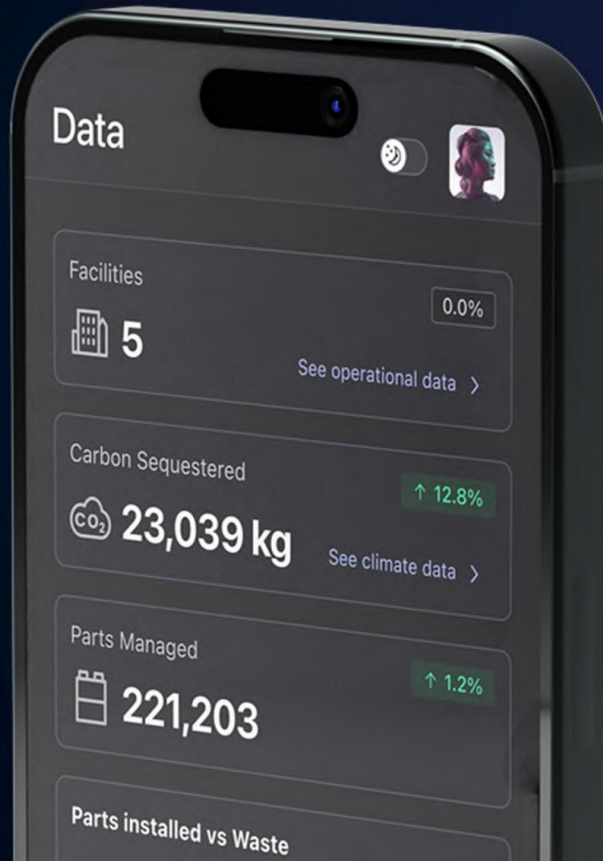
€15,9 Per Part
AHM, Plastic Feet

€7,3 Per Part
AHM, Front Assembly

Process Impact

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The digital backbone for better products.

Better products. Less impact. Stronger, more resilient supply chains. Longer lifespans.

We are the infrastructure behind it all.

Thoughts

Optimize for universal values

Longevity,
Resource efficiency,
Understanding of own
supply chains
= Resilience

Smart, precise rules & open data rails

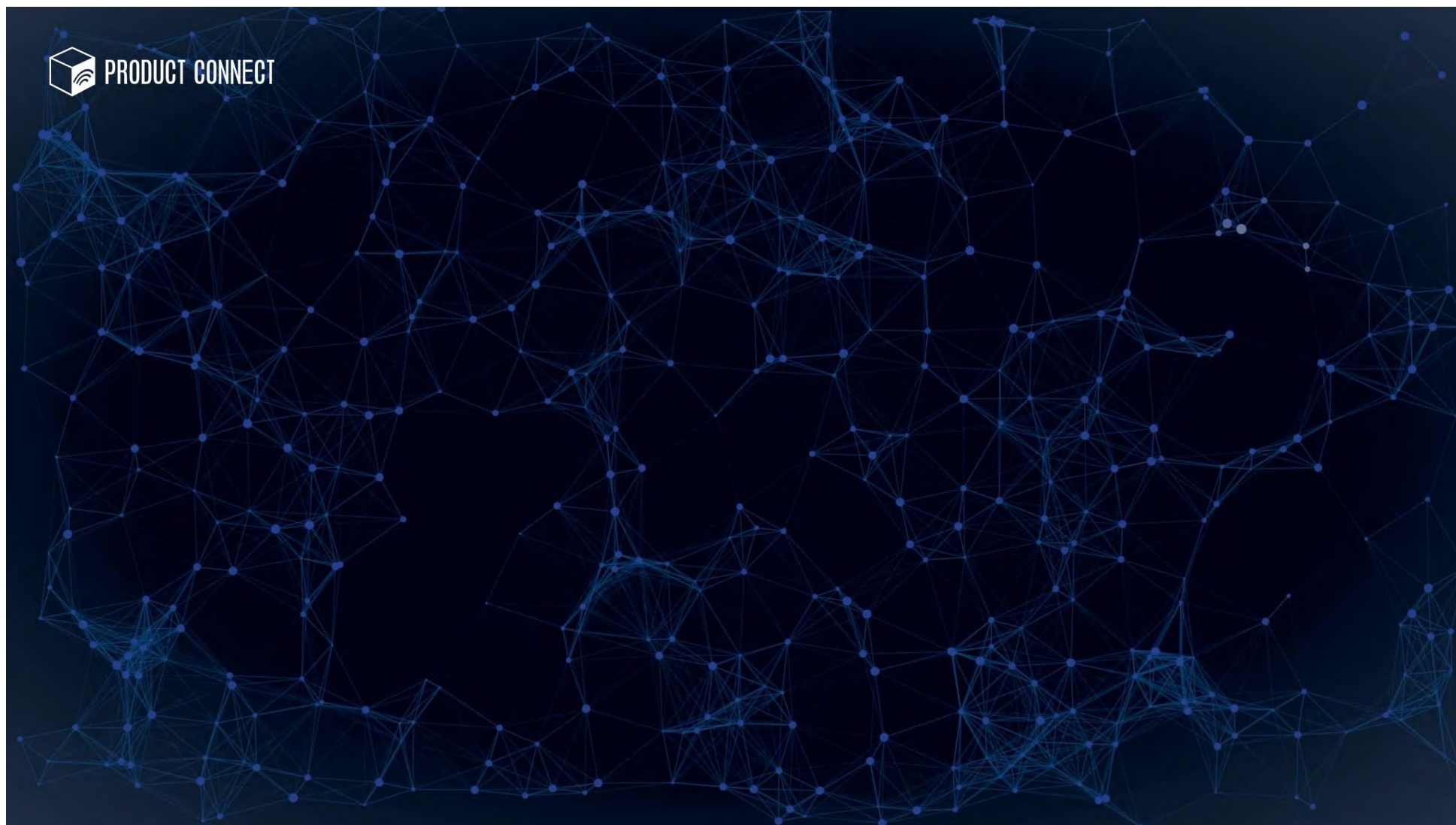
= Cheap tools & fast
implementation

Positive incentives (and good examples)

GPP uplift &
**open reference
implementations**
(validation + example
datasets / Data bases)

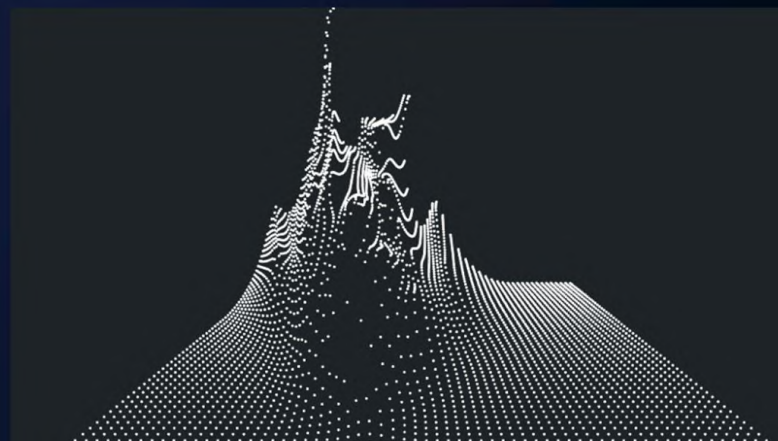
Thank you !

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Thoughts

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= Cheap tools + fast
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Positive incentives (and good
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(validation + example datasets /
Data bases)



Thoughts & Learnings

Pair clear rules + cheap tooling + procurement pull, and global brands will adopt our rails to sell into our market—then reuse them globally.

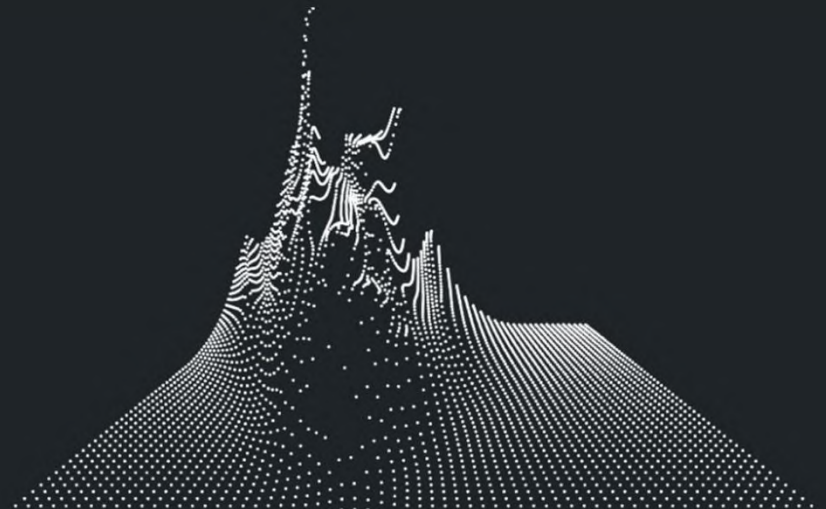
= an EU export advantage.

Thank you !

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BREAKER SLIDE



SUPPLIERS

We are adding LLM suggestions

The vision is to make it a question of validating the suggestions rather than inputting themselves.

FUTURE PERSPECTIVE

New Product Categories



Enterprise-grade

- Higher security standards than any SaaS solutions.
- Cost-efficient hosting.
 - One cluster starts at less than \$2 per day.
- 100% Fully automated and with change tracking.
- Accessibility.
- Localization.
- Follows all best practices for great CI/CD, DevOps, and Cloud Infrastructure.
- Custom Domains with SSL renewal.
- Monitoring.
- Event Tracking.
- Disaster recovery.
- GDPR/Privacy laws.
- Prod/Staging/Dev environments.

- Multi Region (in progress).
- Azure governed retention of data (planned), etc.



Team

We know what we are doing.

We’ve spent the last couple of years building a digital platform to support circular furniture products.

A platform that turns furniture into traceable products preventing them to become part of the 10.8M tonnes of European furniture waste.

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Advisors



Aaren Ekelund / Market strategy advisor
Ex. COO / Microsoft Denmark



David Meyer / Chairman Ex. Group COO VELUX/ MBA

Mgmt



Jarl Vindnæs / Founder
Founder



Ludvig Find
CEO / COO

Development team



Thomas Jeppesen
MCS / Ex.CTO Templafy



Davide Costa / Lead Dev.
MCS / Ex. Milestone Systems



Krister Jens
PhD in Ubiquitous Computing
Ex. Danish Tech. Institute



Morten Henriksen
MCS / Ex. Templafy, Workday



Johannes Kristjansson
Product Manager / UX

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Scalable dev. experience

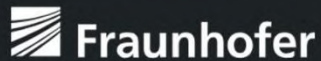
- Setup developer environment in a few minutes (full environment in less than 1 hour).
- Works both on Windows and Macs.
- Automated code inspections - all code will always follow internal code conventions.
- Static code analysis ensures best practices are enforced (incl. NET, Frontend and Bicep).
- Hackable Developer CLI makes it easy to build and share a productivity tool.
- .NET, React + TypeScript.



Collaborators

We collaborate with some of the brightest minds on the planet in the realms of infrastructure, data, technology, sustainability, and ESG reporting.

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- Supply chain data validation
- Data Input Regimes
- Supplier Data Validation



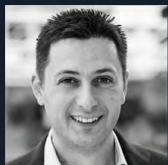
- Azure Database Structure
- Scalable Backend Systems
- Machine Learning Optimization



- EU Taxonomy Compliance
- Automatic Product Certifications

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ADVISORS



Aaren Ekelund
Market strategy advisor
Ex. COO
Microsoft Denmark

MANAGEMENT



Ludvig Find
CEO
CEO & Founder of Xbuild



Jarl Vindnæs
Founder
Founder / MA Architecture

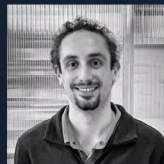


Jóhannes Kristjánsson
Product Manager
UX & Interface Designer

DEVELOPMENT TEAM



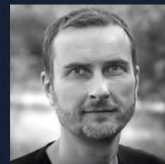
Krister Jens
Head of Circular
PhD in Ubiquitous Computing



Davide Costa
Lead Developer
MCS / Ex. Milestone Systems



Mátyás András
Frontend Developer
React and TailWind



Thomas Jespersen
Platform architect and Dev.
Ex. CTO at Templafy & Spiir



Morten Henriksen
Full stack Dev. & architect
Ex. FrontEnd Lead at Templafy

2ND DEVELOPMENT TEAM



External Team
Scalable Resource
2-8 Pax



Early Partners

Fritz Hansen®

TAKT

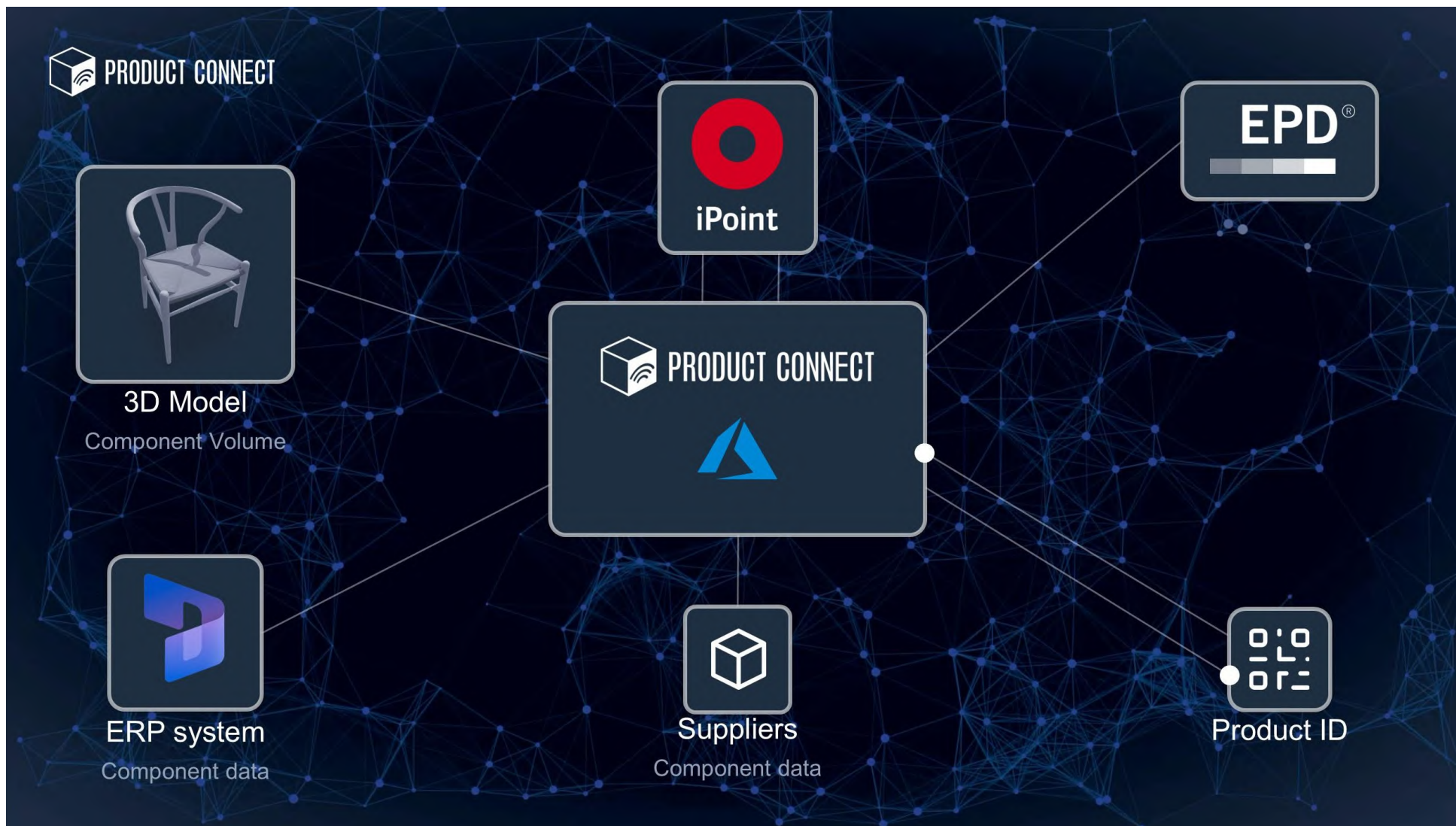
BENCHMARK

mater



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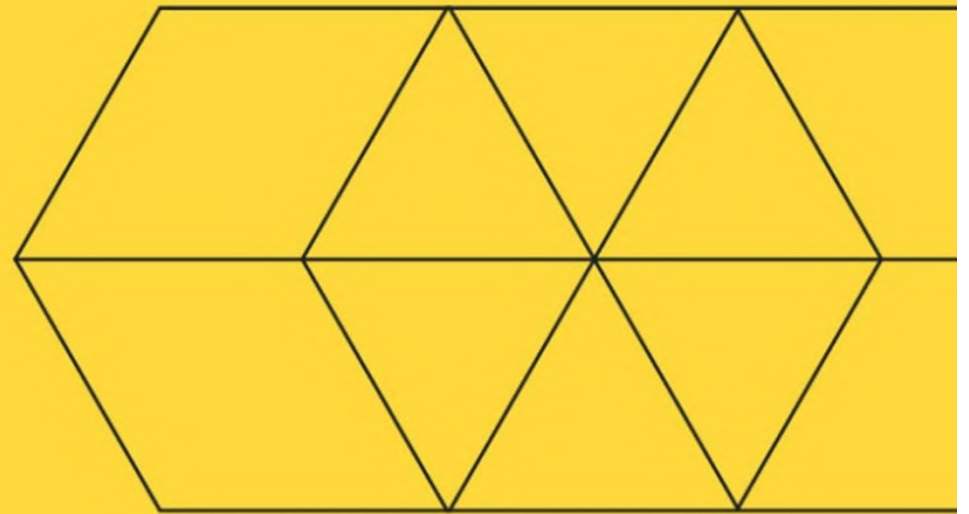
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Front-end, End User

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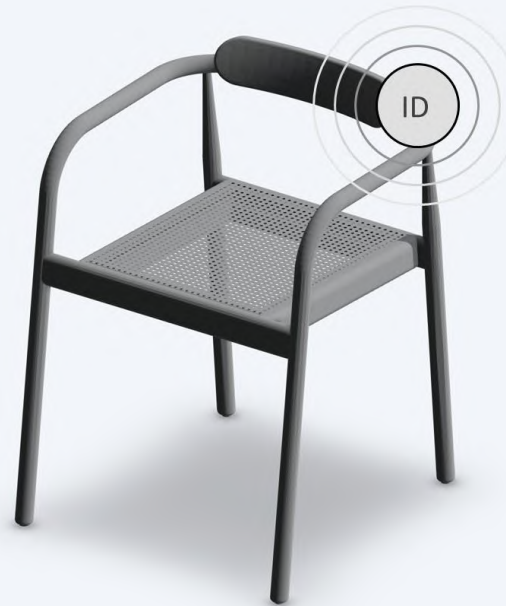


Customer Engagement

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Turn unknown product owners into lifelong customers

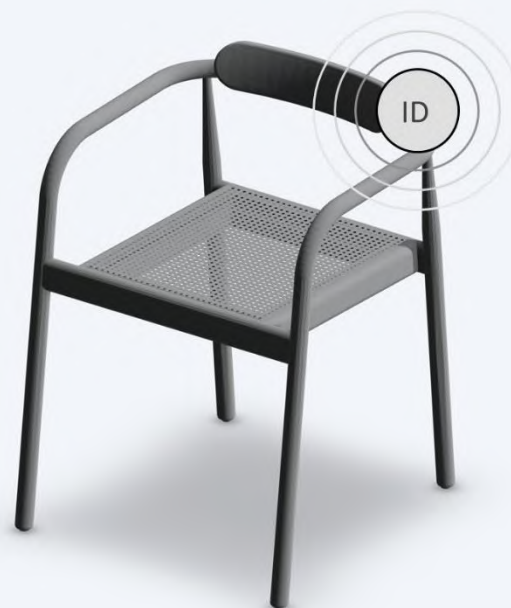
Acquire new customers by turning every product into a tool for lead-generation.



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Product Impact

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Impact

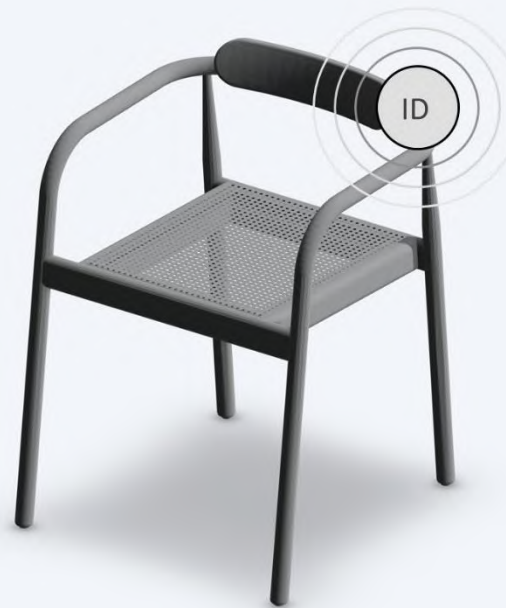
Explore the environmental impact of your product.

	1433	L Water consumption
	45.2	kg CO2e GHG Emissions
	104	kWh Energy Consumption
	10%	Recycled Material Content in Product & Packaging

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Product Verification

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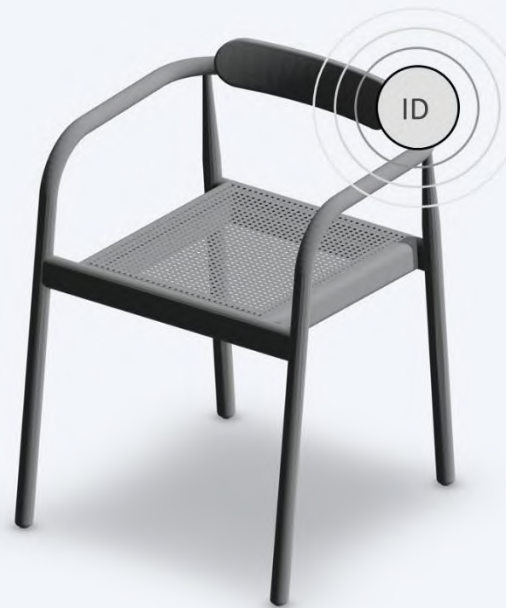
Verification

	Identity entered in system 02.01.24 Copenhagen, Denmark
	Item Certified 03.01.24 Copenhagen, Denmark
	Item Scanned 15.09.24 Bangalore, India

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Product Certifications

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Certifications

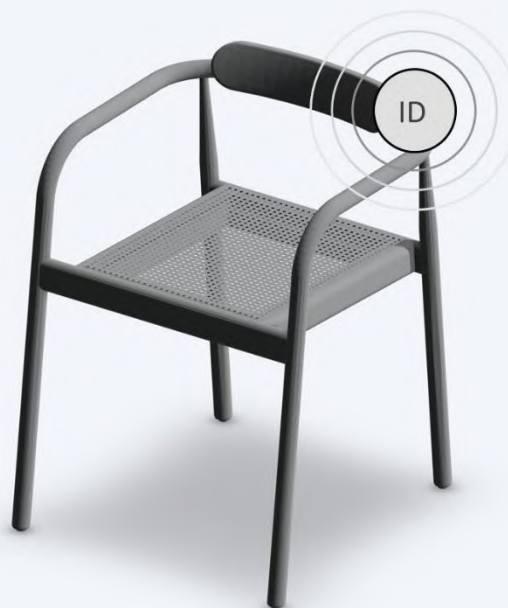
Explore the environmental certifications of your product.



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Product History

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History

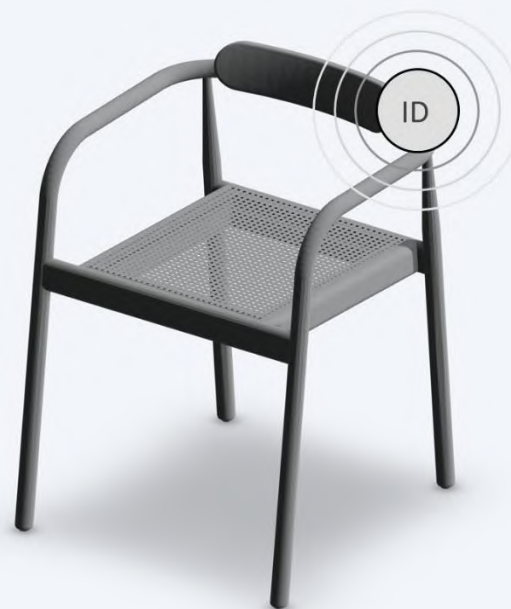
Your product is 4,25 years old

- Item Certified
03.01.24 Copenhagen, Denmark
- Item Exported
15.09.24 Bangalore, India
- Item Scanned By Consumer
25.03.25 Copenhagen, Indiana
- Item Scanned By Consumer
17.10.25 Copenhagen, Indiana
- Item Updated By Consumer
11.01.26 Copenhagen, Indiana

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Insurance Connect

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Insurance

Your product is tracked

	Connect
	Connect
	Connect
	Connect

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Impact Score

