

APOCALYPSE

APOCALYPSE is a new design company founded by industrial designers Petra Lilja and Jenny Nordberg. APOCALYPSE, based in Malmö, Sweden, is designing sustainable products and services. The first product, The Soap is made from recycled cooking oil from the numerous Falafel stands around Malmö.

"We look at waste as materials with a history and with a potential new life as a new product", says Jenny Nordberg.

"In The Soap we combine the old tradition of making cold processed soap with the use of a modern waste material of our home town", says Petra Lilja.

The sound track for the release of The Soap is composed by artist Andres Corazon who turned the oil barrels into oil drums.

www.apocalypselab.net

The Soap Original

The Soap Original is a soap made from recycled deep frying oil from falafel restaurants. Only vegetable products have been prepared in the vegetable oil. After 48 hours of use in the restaurant the oil is collected by bike.

A bio chemist has been consulted to find the ultimate recipe and method which finally resulted in a soap with very few ingredients. The Soap Original is neither perfumed nor coloured and has a light old fashioned soap scent thanks to the saponification process.

Ingredients

Glycine soja (Soy oil)

Sodium hydroxide

Aqua (Water)

Eugenia caryophyllus (Clove oil)

A few drops of clove oil is added to every batch and reduces the stirring time, and power consumption, from 2 hours to 15 minutes.

Manufacturing

Who produces the soap and how? Since we haven't found any producer who is able to produce the soap in the way we wish, we decided to produce the soap ourselves. The production is reasonably automated but features hand made elements. We have modernised the former commonly used soap making method "cold process" and adapted it to our standards. The production is economical on resources. The process demands four weeks of maturing but in return a great deal of energy is saved. Store in a cool place.

Packaging material

The packaging is made from FSC certified paper at a Nordic Eco Labeled printing house.

Logistics

All transports are done with the means of transportation least environmentally harmful for the actual route. The oil is collected by bike, which is our preferred type of transportation within the city. Otherwise, train, boat or environmentally friendly mail is used.

Recycling

The package should be recycled as paper.

For more information please contact

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