

BC HOSPITALITY GROUP

MOBILE BAR

YEAR

2021

LOCATION

COPENHAGEN

CUSTOMER

BCHG

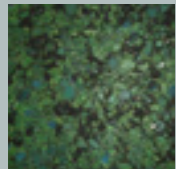
AMOUNT

24 MOBILE BARS

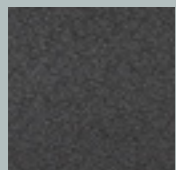
PARTNER

GRAVENHORST PLAST
EPSOTECH
EXPONENT
SØNDERGAARD NEDRIVNING
AAGE VESTERGAARD LARSEN
TREBO

MATERIALS



DRAUGHTMASTER
KEGS
HEAT-PRESSED
100 % UPCYCLED



DRAUGHTMASTER
KEGS (65 %)
SHEET-EXTRUDED
100 % UPCYCLED



DEMOLITION WOOD
FROM BELLAHØJ
100 % UPCYCLED



PROJECT CHARACTERISTICS

BC Hospitality Group is pushing its green agenda to another level by thinking about sustainability for its new projects. The project at Bella Arena highlights BC Hospitality Group's sustainable mindset. The wood is in its 3rd life cycle. Originating in the old Bellahøj, reused by building new halls in Ørestad and lastly transformed into new interior in Bella Arena.

They made it a point of honor to minimize waste, that is why the materials discarded from the demolition have been re-used. The materials used create a real connection between the rooms.

The upcycled initiatives have been formed in the strategic corporation between the building owner, BC Hospitality Group along with their new supplier of beverages, Carlsberg Denmark. By creating a strong visual link from the end users consumption of beverages into new upcycled product solutions, enables the end users to rethink our consumption of this planet.

Very convenient for exhibitions and events, the mobile bars are can be moved around as much as you want. The story behind them will charm everybody: drink Carlsberg beer from a bar made out of Carlsberg kegs. The circle is complete. Matching perfectly with the green color of the plastic, discarded wood from the demolition part is used, creating a connection to all the others Re-Plastic products.



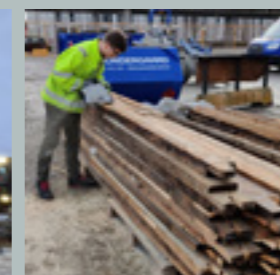
1ST GENERATION > 2ND GENERATION > COLLECTED > TRANSFORM > 3RD GENERATION



Bellahøj construction in 1965



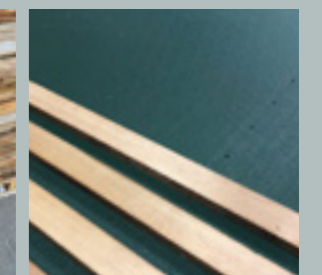
The second use were demolished in 2020



The wood is now processed and ready to recycle



In fact, this means that we are actually working with 3rd generation wood

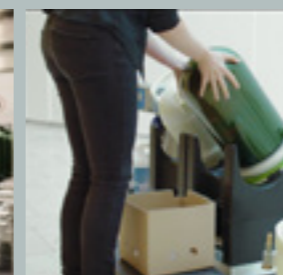


Combining materials for indoor interior

PRODUCE > USE > PICK UP > TRANSFORM > UPCYCLE



Production and filling the DraughtMaster kegs.



Carlsberg supplies kegs. The beer is served and enjoyed



Delivery & pick up of DraughtMaster kegs at the customer



The kegs are cleaned and granulated, ready to be recycled



Unique upcyclable materials, used for new products.

RE-PLASTIC

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