

Materials in the Modern World - The IKEA Perspective

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Insight from Anders Bergner on innovation in the materials sector



In the build up to the [International Nonwovens Symposium](#) in Rome next month, our General Manager Pierre Wiertz caught up with one of the key speakers, Anders Bergner, Material & Technique Developer at IKEA, to discuss challenges and opportunities in the materials sector.

Pierre Wiertz: You are joining us in Rome to examine the challenges, and practices in addressing these challenges, in materials sourcing. What do you think is the biggest single driver of change in this field?

Anders Bergner: Value chains need to be developed and optimized. Value needs to be created at the consumer end – that mind set needs to change.

PW: How big of a game changer do you believe the apparent consumer driven demand for more ecological and sustainable products is? Is it in fact consumer driver or are producers leading the charge? And how has it affected the material supply chain?

AB: Sustainability is no longer a “good to have”, it is rather a hygiene factor when IKEA looks at life at home 2030. Millennials – the next generation of customers, are more focused on

