

THE INNOVATION JOURNEY

Springt Design, founded by Evelien Kamphuis in 2021, showcases a commitment to environmentally friendly interior products by using natural, biodegradable, or recyclable materials. Growing up in a potato-cultivating region and working as an independent journalist specializing in agriculture, Evelien was inspired to create sustainable alternatives to plastic interiors. She developed the TOVVEL lampshade, made from potato starch - a by-product of the potato chip industry. The name "TOVVEL" comes from the Groningen dialect word for potato.



Figure 1. "TOVVEL", three lampshades

Through rigorous experimentation with raw materials and prototypes, Evelien moved from concept to production, establishing herself as a multi-talented entrepreneur in biodegradable products. Her journey involved sourcing materials, designing prototypes, coordinating with manufacturers, securing funding, and managing logistics, resulting in a product line that emphasizes sustainability without sacrificing design.



Figure 2. Evelien Kamphuis in a design process

THE INNOVATION IMPACT

Evelien's innovation focuses on environmentally conscious industrial design, emphasizing local sourcing and on-demand supply. From material sourcing to production and delivery, her business significantly minimizes the environmental footprint, a stark contrast to plastic product manufacturing. She continues to develop her range, aiming to offer biodegradable interior products that are not only aesthetically unique and environmentally friendly but also functionally efficient.

She serves as a role model for rural female entrepreneurs. Starting from scratch, she attended numerous startup workshops, tested prototypes, applied for and received a LEADER subsidy, and has been actively involved in Innovatiehub Oost-Groningen.

USEFUL LINKS

<https://springtdesign.com>