

Initiatives
to zero waste
in the Balearic
Islands



Circular ideas,
round results

Rezero



MOUNTAIN BOOTS

SINCE 1940

“
Our
footwear is
famous for
being
durable and
repairable
”

Mallorca
Footwear
Local production
Repair



Calzados Bestard, S.A.

Bestard is a family business specializing in technical mountain footwear born in 1940 in Lloseta, when there were still about 200 shoe manufacturing workshops in Mallorca. Over time, shoemaking activity has been lost, but Bestard remains thanks to the brand's prestige, product quality and congruence in its production. It currently employs about 35 people, 75% of its turnover is national and the remaining 25% international.

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BestardMountainBoots



#bestardboots



Calzados Bestard, S.A.

Mats Lindholm
Commercial Director

1. What values do you start from?

This year is our company's 80th anniversary. We've always thought that we should leave the smallest possible ecological footprint. Our footwear is famous for being durable and repairable, a quality product that lasts for many years and does not "wear and tear" easily.

2. What actions have you taken to achieve these values?

Our product is repairable. At the Lloseta factory we offer the option to change the worn parts so one can continue using the same boots. The first thing that wears out on a hiking boot is the sole. But we also change the inner Goretex lining.

Some people who do it for money reasons, as repairing is cheaper than buying a new pair. But there are also people who think it's important to keep a hiking boot that fits well. On the other hand, we have a product made locally with high quality European materials. We only use leather, which is natural and biodegradable.

Our boots are more expensive than others in the competition but last 15 times longer.

3. What does it mean to apply these actions, what is the return?

The market is increasingly using synthetic and cheap materials, such as plastic, because they are easier to handle and make different designs and also because they are lighter, even if they are products to use and throw away after a short time.

On the contrary, we are committed to guaranteeing the product's quality, even if the cost is higher. In some countries, such as the Nordic ones, the idea of an organic product is very important, rather than design or price. This awareness is slowly arriving to Spain. People who care about the environment know how to value a product for how it is made. We are a small company, but we should make an effort to communicate this added value we offer.

4. How do you imagine the future?

We have noticed an increased awareness of the need to buy local products to boost the economy during this crisis. However, the continuity of manufacturing in Mallorca is increasingly difficult, as the auxiliary industry closes down and we see ourselves in the need to buy materials abroad.

Fundació prevenció
residus i consum

Rezero

Rezero is a non-profit foundation that yearns for a society that values the resources provided by natural systems and integrates all materials into cyclical processes, without toxic materials, or products that are left unused. This campaign aims to make visible the Balearic initiatives and companies that carry out inspiring actions and references in the prevention of waste and responsible consumption, be it from ecodesign, local and ecological production, repair, reuse, recycling, management prevention of waste or any other activity that allows progress towards a circular economic model based on zero waste.

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