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GANDIA BLASCO GROUP is selected by ADI-FAD and the Ministry of Industry as a business success story in sustainability and ecoinnovation

A recognition of ecoinnovation in key Spanish industry

Plastic Rivers

Gandia Blasco Group reinforces its commitment to contemporary design, positive social impact, and environmental care after being selected by **ADI-FAD** and the **Ministry of Industry** as one of the benchmark companies in ecoinnovation in Spain. This recognition highlights its comprehensive vision, which connects contemporary design and craftsmanship with process optimization, as well as its business model structured under environmental criteria right from the product design phase.

This distinction is awarded within the Sustainable Industry project, an exhaustive study conducted on 93 companies with the support of the Ministry of Industry and Tourism that seeks to promote, analyze, and make visible more circular, transparent, and efficient business practices in today's industrial fabric. The official report and the selection of participating companies were presented on May 7, 2026, at an event held at the **Disseny Hub in Barcelona**, consolidating **Gandia Blasco Group** as a model of reference in the ecological transition of the habitat and design sector, positioning itself among the **15 SUCCESS STORIES**.

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Alliance between industrial design, craftsmanship, and global awareness

The recognition by **ADI-FAD** highlights, in particular, the projects **Plastic Rivers** and **GBmodular**, both initiatives developed for its brands **GAN** and **GANDIABLASCO** together with the designers **Álvaro Catalán de Ocón** and **José A. Gandia-Blasco** himself. These proposals, which stem from the roots of the company, demonstrate how contemporary industrial design and contemporary craftsmanship can transform into a key tool for environmental change and collective awareness.

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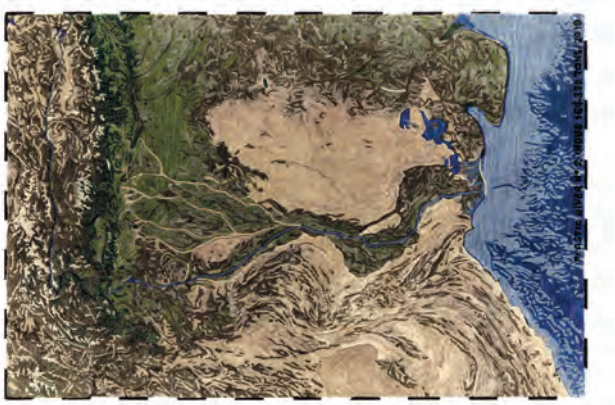
PLASTIC RIVERS: Manifesto rugs with a positive impact

Plastic Rivers consists of a series of manifesto-rugs meticulously **handcrafted by artisans in India** using the **hand-tufted** technique. This technique allows cutting threads at three different heights to reproduce in a three-dimensional and faithful manner, at real scale, aerial views of the basins, mountain ranges, and river mouths of some of the most polluted rivers in the world, such as the Yangtze, the Indus, the Niger, or the Ganges. Through meticulous care of color, using a selected palette of shades applied through the traditional tie-dye technique, they seek to reflect the paradoxical beauty of wounded nature and raise global awareness about the critical problem of plastic waste traveling to the oceans.

The ecological and technical value of Plastic Rivers centers on the use of **100% recycled PET** as the main and exclusive material for its manufacture. This component, recovered from plastic bottles and containers, is transformed into fibers that, in addition to giving the pieces a surprisingly soft and comfortable texture similar to virgin wool, guarantee maximum resistance and ensure that all rugs are fully recyclable and reintegrable into new production cycles at the end of their useful life. Thanks to this cross-cutting approach that unifies environmental ethics with author design, the project was previously awarded the prestigious **international Ro Plastic Prize in 2021 in Milan**, a contest that rewards innovation in the reuse of plastic materials.



Hos manufacturing process Plastic Rivers

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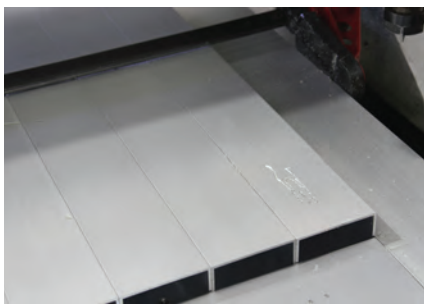
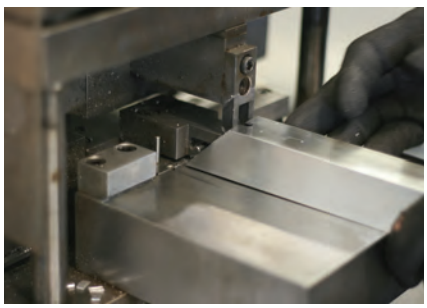
GB MODULAR: The monomaterial and zero-waste construction system

On the other hand, **GBmodular** is a construction system based on a single **100% recyclable extruded aluminum** profile that, through a complex patented tongue-and-groove system, allows building all types of long-lasting furniture with zero waste. A single module offers infinite possibilities. As **José A. Gandía-Blasco Canales** explains: «*Ibizan houses, which have always been the origin of our inspiration, are modular. The ancient farmers of Ibiza, when forming a family, built modules and attached them. Therefore, it is the modularity that characterizes Ibizan houses that has always been on my mind*».

GBmodular is GANDIABLASCO's construction system that evokes **classic metal construction sets** and carries out an exercise in synthesis to articulate, with minimum industrial elements, a wide range of furniture types. Technically, GBmodular represents the refinement of the construction system designed by **José A. Gandía-Blasco Canales** and his team more than 20 years ago to devise the first outdoor furniture collections that projected the **GANDIABLASCO** brand internationally.

In fact, its peculiarity lies in the clipping between the **aluminum profiles**. This element allows building tabletops in endless dimensions from a single aluminum profile and, with them, creating structures through a mechanism composed of an aluminum node and stainless steel screwed studs. The manufacturing of the aluminum profiles used in GB modular is industrial and, being monomaterial, is 100% recyclable at the end of its useful life. However, the assembly of the elements is carried out entirely by hand. Through the sophistication of the tongue-and-groove joint, with the patented clipping system by GANDIABLASCO, the most complex part of the connections between profiles remains hidden, thus contributing to its clean and elegant aesthetic.





Hos manufacturing process GBmodular

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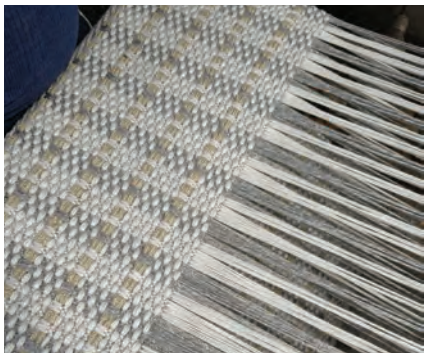
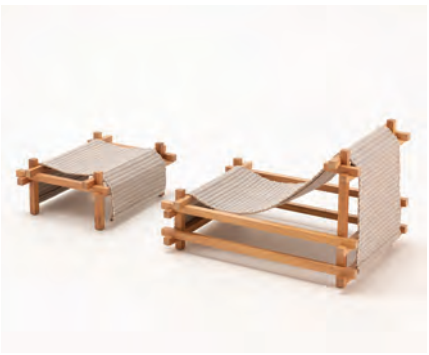
HOS Collection: Japanese architecture and circular craftsmanship by Kengo Kuma

In this way, **Gandia Blasco Group** continues its consolidated line of ecologically sustainable products, a philosophy already initiated with benchmark collections such as **HOS** (GANDIABLASCO Edition), designed by the renowned architect **Kengo Kuma**. This proposal stands out for its deep inspiration in nature and its marked circular and handcrafted character, meticulously combining **iroko wood** structures through the traditional Japanese Okuriari technique without fittings, alongside **100% recycled PET fabrics** made on a **hand loom** that poetically emulate natural textures such as rain or fog.



Hos manufacturing process



Kengo Kuma

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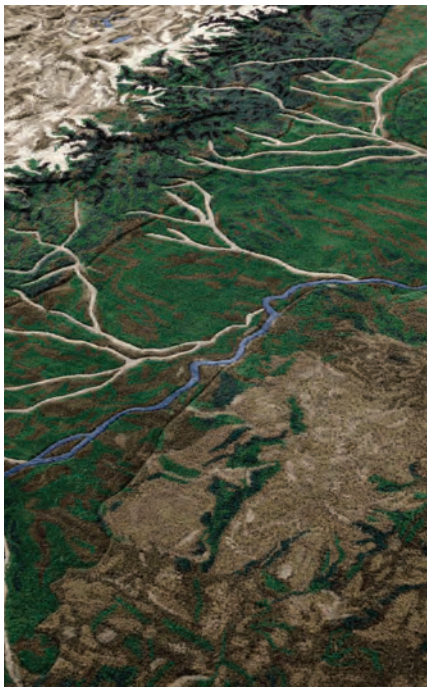

Plastic Rivers detail

GBmodular detail

Hos detail

Success stories of Spanish industry

By being part of this select group of fifteen success stories of Spanish industry selected by ADI-FAD, **Gandia Blasco Group demonstrates its commitment to a real circular economy, fair trade, handcrafted work, and the development of low-impact production processes**. This milestone validates the firm's path of constant innovation in the search for alternative materials and resource optimization, proving that high-end interior design can and must coexist in perfect harmony with absolute respect for the planet's environment.

Key sustainability criteria evaluated

The evaluation by **ADI-FAD** and the Ministry of Industry highlights **Gandia Blasco Group**'s solid strategy through the following key criteria:

· **Material selection and dematerialization:** Reduction of components and use of recycled materials right from the design phase, as in the 'PLASTIC RIVERS' collection, which unites craftsmanship and recovered materials to mitigate waste.

· **Extended lifespan:** Development of pieces of high durability and timeless aesthetics.

· **Packaging minimization:** Use of a custom box machine to reduce cardboard and optimize transport. More than 80% of the packaging contains recycled content (with a minimum of 92% in the case of cardboard).

· **Local production and sourcing:** Proximity manufacturing to reduce logistical impact, highlighting the fully recyclable GB MODULAR collection.

· **Efficiency and waste reduction:** Textile optimization with a high-precision cutting machine that utilizes up to 90% of raw materials to minimize waste.

· **Second life of products:** Sale in outlet or discount formats of those pieces suitable for use that do not meet the standards of a new product, promoting circularity.

· **Efficiency, water, digitalization, and robotization:** Cross-cutting resource optimization criteria that support the firm's ecoinnovative model.

The industrial sector is undergoing a full transformation, driven by new environmental regulations and increasingly demanding market expectations that are completely redefining the way we design and produce. In this new global scenario, **sustainability has ceased to be a mere added value to become a basic market standard**.

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About Gandia Blasco Group

Gandia Blasco Group is a Mediterranean family company known for its expertise in the design and edition of outdoor furniture and spaces - more than furniture, a lifestyle - and in the handcrafted creation of designer rugs. The group operates in a diversified way through its three brands: GANDIABLASCO, GAN, and DIABLA, each with its own distinctive personality.

Founded in 1941 by José Gandía Blasco and originally dedicated to the manufacture of yarns and blankets, the company has stood out for a solid trajectory marked by constant reinvention and the promotion of design culture. Today, the company is presided over by José A. Gandía-Blasco Canales, a member of the second generation of the family, followed by his children Álvaro Gandía-Blasco, Vice President and Commercial Director, and Alejandra Gandía-Blasco, the group's Creative and Communications Director.

With its historical headquarters in Ontinyent (Valencia, Spain) and a presence in more than 75 countries, its main flagship stores are located in New York's Soho Design District and in the hearts of cities such as Madrid, Barcelona, and Lisbon. The company continues to expand and is constantly experimenting and innovating with renowned international designers and architects.

Social and environmental responsibility policy. As part of its environmental sustainability strategy, Gandia Blasco Group is firmly committed to the durability and circularity of its designs. This commitment is materialized through the use of recyclable or recycled materials, selecting those with certifications that guarantee their sustainable origin and their contribution to environmental conservation. These accreditations include the FSC (Forest Stewardship Council) seal, the Environmental Product Declaration (EPD), the PFC-Free label, GreenGuard certification and the STANDARD 100 by OEKO-TEX® eco-label, among others. This philosophy responds to the purpose of strengthening collaboration with partners that share the vision of the Gandia Blasco Group and are committed to excellence through more sustainable practices and a clear environmental policy. For this reason, most of the suppliers selected by the company have implemented or are in the process of obtaining ISO 14001 certification -a guarantee of their dedication to responsible environmental management- or comply with the rigorous standards established by the European Union's REACH Regulation.

At the same time, through the social initiative GAN Women Unit, the Gandia Blasco Group places emphasis on preserving and updating traditional craft techniques and promoting the economic independence of the rural communities of Indian artisans with which it collaborates.

Design is culture. Support for emerging designers since the 1990s has been consolidated over the years through initiatives such as the Gandiablasco International Outdoor Furniture Design Competition - which held its first edition in 2006 - and the creation of the DIABLA brand in 2017. The continued effort to promote culture in different cities around the world through sponsorship and patronage activities, as well as the promotion and realization of exhibitions in cultural centers, is reinforced by the Gandia Blasco Group's membership in cultural organizations such as Círculo Fortuny, Spanish non-profit entity member of the European Cultural and Creative Industries Alliance (ECCIA), and the collaboration with internationally renowned fairs such as ARCO Madrid and organizations such as the Association of Contemporary Art Galleries of the Valencian Community (LAVAC), among others. The Gandia Blasco Group also participates in the main international design fairs and is an active member of the Leading Brands of Spain Forum (FMRE), a public-private alliance made up of the main Spanish companies with leading brands in their respective sectors, and of city projects such as the Soho Design District in New York and the Madrid Luxury District (MLD).

Awards and Recognitions. Over the years, the group has been recognized for its outstanding business and industrial track record at the state level. It was part of the Selection for the Prince Felipe Awards for Business Excellence in 2005 and demonstrated its commitment to design by receiving an Honorable Mention in the 2013 Design Management Europe Award, the most prestigious European award granted to a company for its excellent design management.

The designs of Gandiablasco, GAN, and Diabla have been distinguished with various internationally renowned design awards. This includes recognitions such as the Wallpaper* Design Awards, the ICFF New York Editors Award, the EDIDA Awards, the Red Dot Design Awards, the Modern Design Awards, the Best of Year Awards, the NYCxDESIGN Awards, the Archiproducts Design Awards, the Dezeen Awards, the DNA Paris Design Awards, the RO Plastic Prize, the Iconic Awards from the German Design Council, and the German Design Award, among others.

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