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# SANCAL: contemporary and sustainable design furniture



**endurance**  
green accelerator for EU clusters

## CONTEXT AND OBJECTIVE

Sancal is a family-owned, design-led furniture manufacturer based in Spain, renowned for producing high-quality, durable furniture. The company recognized early on that sustainability needed to become an integral, non-negotiable part of its operations, not simply a marketing add-on or the responsibility of a single department. This approach was shaped by their long-term ISO 14001 certification and an internal conviction to align environmental responsibility with business success.

Their objective is to ensure that sustainability is deeply embedded in every layer of the organization: from sourcing materials and design processes, to production, employee awareness, and customer engagement.

## IMPACT

- Products designed for durability and repairability, reducing waste.
- Certifications and use of water-based adhesives and stains.
- Continuous improvements through data analysis.

## DESCRIPTION OF BEST PRACTICE

Sancal's best practice centers on a fully integrated sustainability strategy covering all business areas. The company applies eco-conscious principles to its design, sourcing, and production processes. This includes using sustainable materials (certified wood, water-based adhesives, low-VOC treatments), designing products for longevity and repairability, and minimizing waste through precision manufacturing.

Beyond materials and processes, Sancal employs Business Intelligence (BI) systems to track detailed environmental performance metrics such as emissions, energy use, and waste reduction in real time. These tools enable proactive decision-making and continuous improvement. Rather than relying solely on external consultants.

## REPLICABILITY POTENTIAL

The potential for replication is high, especially among SMEs in design and manufacturing industries. Sancal demonstrates that sustainability does not require compromising creativity or profitability; instead, it can enhance brand reputation, operational efficiency, and market positioning. Key elements (such as integrating sustainability across departments, leveraging data through BI tools, and fostering a culture of continuous improvement) can be adapted to organizations of various sizes and sectors.

## QUICK FACTS

- **Organisation:** Sancal
- **Location:** Yecla, Spain
- **Sector:** Furniture Manufacturing
- **Focus:** Sustainable Design, Business Intelligence, Environmental Management
- **Sustainable Development Goals:**



- **European Green Deal Area:** Research and Innovation, Industry
- **Keywords:** #Sustainability #Design #ISO14001 #CircularEconomy #DataDriven

## MORE INFO

Web: [sancal.com](https://sancal.com)  
Watch video interview [here](#).