

SYNCHRON

toaster for life

product launch catalogue - autumn



empowered by


SYNCHRON
BERNERS-LEE 3

a toaster for life is... ...12 years in the making

When myself and Head of Everware, Sterling Ballard, visited the Aghobloshie dumping site in Ghana in 2018, we witnessed first hand the devastating effect that ever-increasing amounts of connected product waste was having on the environment. As a consumer technologies company at the forefront of product design-innovation, we knew we had a responsibility to pave the way. We had to radically rethink how our connected devices are made, used and disposed of. We had to start designing a more sustainable future.

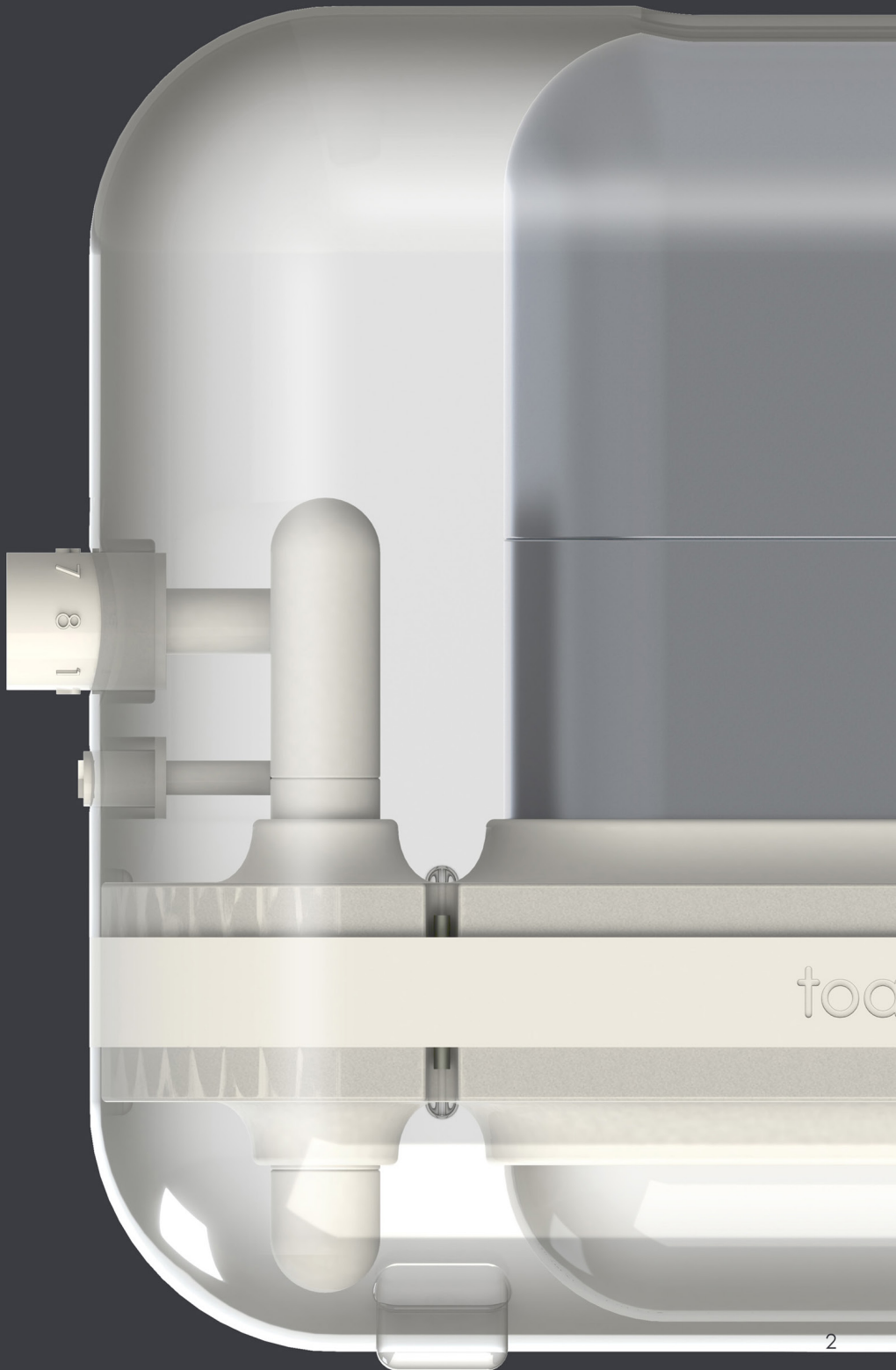
Powered by the Berners-Lee 1, the release of the 'Circular Kettle' in 2020 demonstrated that we could design more environmentally friendly connected products. Its success also highlighted our customers' desire to live more sustainably. Now, 10 years on, the **BERNERS-LEE 3** will enable our products and our customers to cross the sustainable rubicon.

Our research showed us that in order for a product to last, it must be able to adapt in line with technologies, trends and peoples' lifestyles - a product that can reflect the times. Resultantly, the **toaster for life** is the first connected product to embody sustainability on 5 key fronts - **repair, upgrade, customisation, tracking** and **recycling**. With the introduction of the Guiyu Agreement in 2027, the entire industry must now strive to bring about sustainable change. At SYNCHRON, we are proud to be leading this change with the **toaster for life**.

Kindred P. Buckminster

SYNCHRON CHIEF DESIGN OFFICER

June 2030



too

a toaster for life is...



repairable



upgradeable



customisable



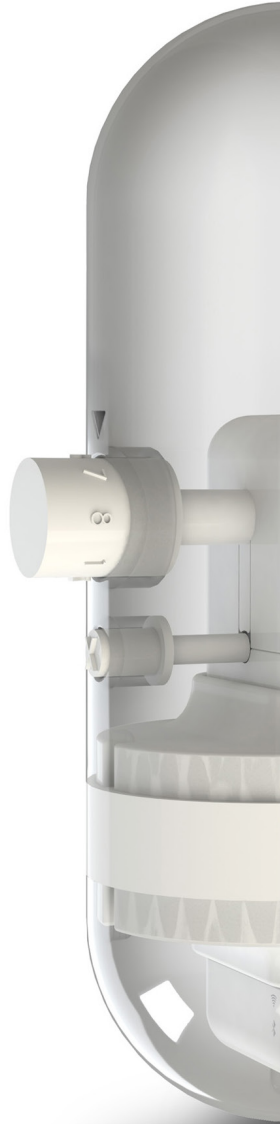
trackable



recyclable



sustainable





why design for life?

Because most connected products are designed for the dump...

Every year, around 30 billion connected products are purchased globally



However, only 15% of connected devices are currently recycled. The other 85% are sent to landfill.

40% of these discarded products are sent to connected-waste mega landfill sites like Guiyu, in Guangdong Province, China and Agbogbloshie in Accra, Ghana.



Hazardous materials like arsenic, cadmium and mercury are abundant at landfill sites. Such substances can contaminate soil and water supplies endangering wildlife and even human health.

Incredibly, over half of the devices dumped are still working or could easily be repaired.



Connected products are a complex mix of materials. Many are valuable and can be harvested for new applications.

A smart vacuum cleaner is comprised of enough plastic to make 40 reusable water bottles.



Smart phones and wearable games have gold, platinum and palladium componentry alongside other recyclable materials which other connected products can make use of.



Sources: UN.ORG (2025), Greenpeace (2028), IOT.GOV.ENG (2030), WHO IOT Green Initiative (2030).

from linear to **synchronic**

The **toaster for life** is the first step in moving from a linear economy to a **synchronic society**.

a linear economy



In our **linear economy**, product lifecycles are designed to be brief. Take the standard connected toaster on the left. Made from cheap, easily breakable materials, its design does not incorporate means for repair, upgrade or recycling. It also cannot be customised. So when a new toaster is released with better functionality, software and aesthetics, this toaster will end up as landfill with its precious materials and embodied energy forever lost.



a synchronic society



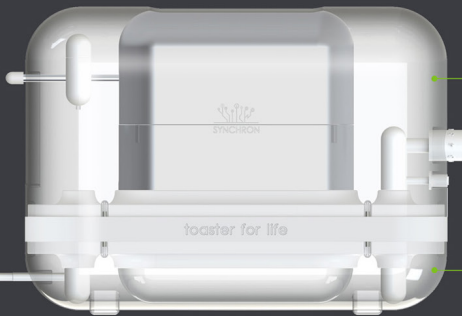
In a **synchronic society**, we would also get out what we put in. Instead of throwing things away, the materials and energy that go into making and consuming a product would be harvested and reinvested into more products. The **toaster for life** is designed for a **synchronic society**. Through effective repair, upgrade, customisation, tracking and recycling, the product is an ongoing, sustainable means as opposed to a wasteful, definite end.





repair your toaster

Modular, disassemblable and repairable. No screws or glues. Lightweight but also durable. The **toaster for life** is designed with product longevity in mind as opposed to disposability. We provide you with clear and simple instructions for disassembling, maintaining and repairing your toaster. So next time one of the heating elements breaks, you can easily replace it rather than throwing away the whole toaster. There's also no excuses for not cleaning the detachable crumb tray!



heat resistant bio-plastic top casing

heat resistant bio-plastic bottom casing

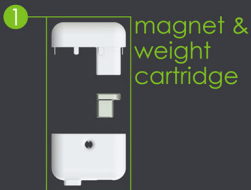
neo-aluminium shelf support cartridge with spring-placed inside the toasting chambers

screw on plunge handle

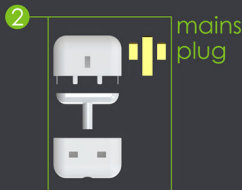
electromagnet

copper charge

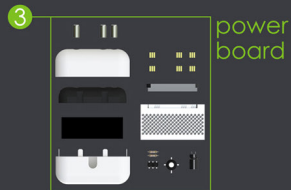
charge pods



1 magnet & weight cartridge



2 mains plug



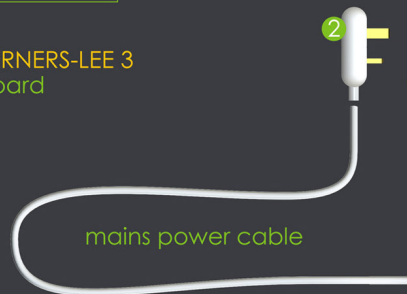
3 power board



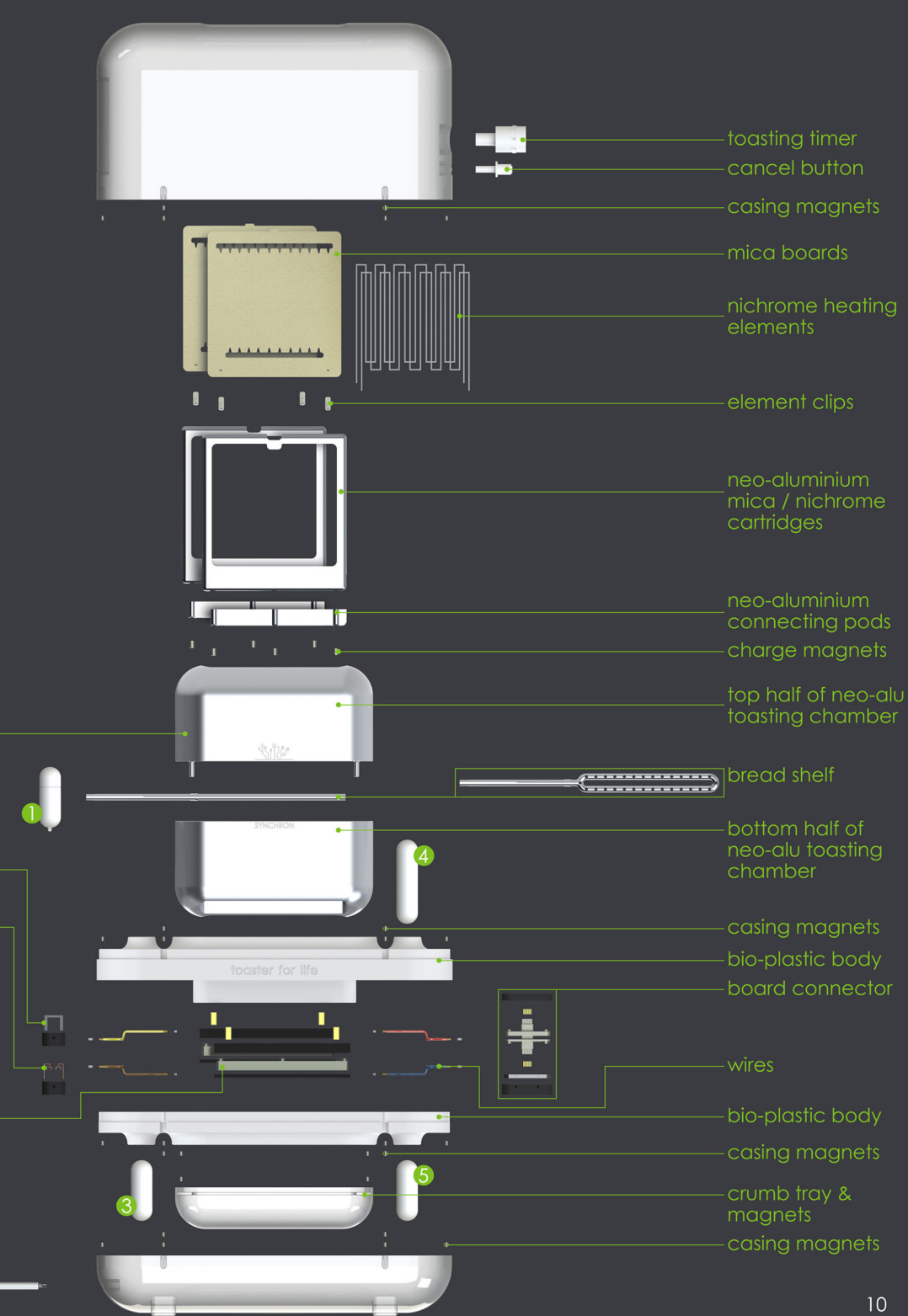
4 timer & cancel board



5 BERNERS-LEE 3 board



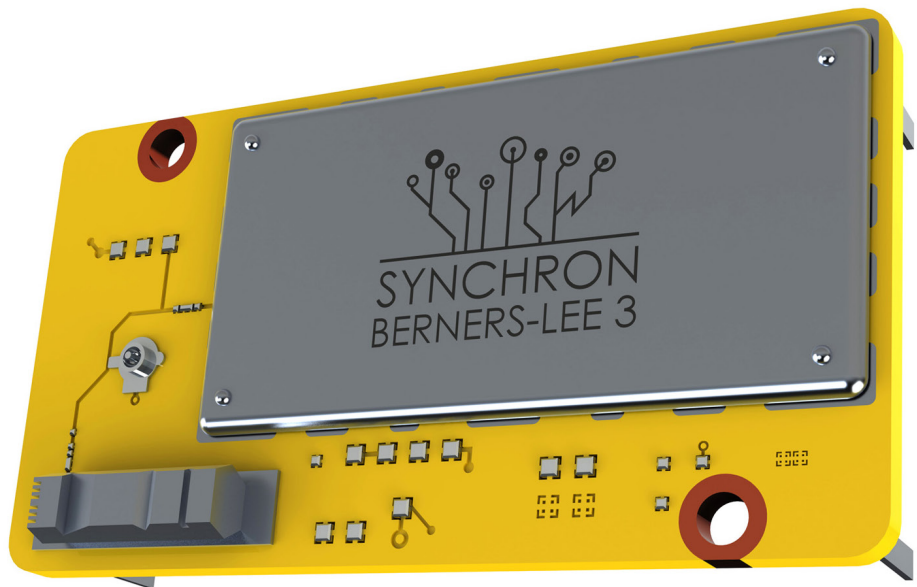
mains power cable





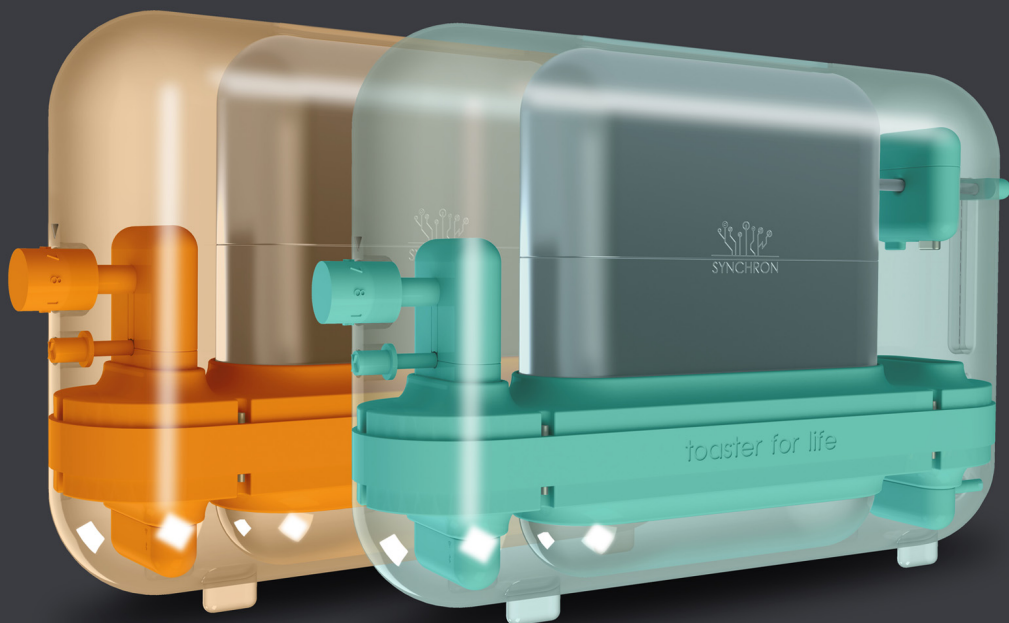
upgrade your toaster





When the technology used in most connected devices becomes obsolete, unfortunately so too does the product. The **toaster for life** is different. It is designed to embrace technological change. The **BERNERS-LEE 3** is a versatile computing platform which supports upgrades to new hardware and software. So as things advance and new functionality comes along, you do not have to dump your current product. The toaster's modular design also incorporates 'breadboards' as opposed to fixed parts. Individual components can be easily exchanged and reconfigured to suit all your upgrade needs.

customise your toaster



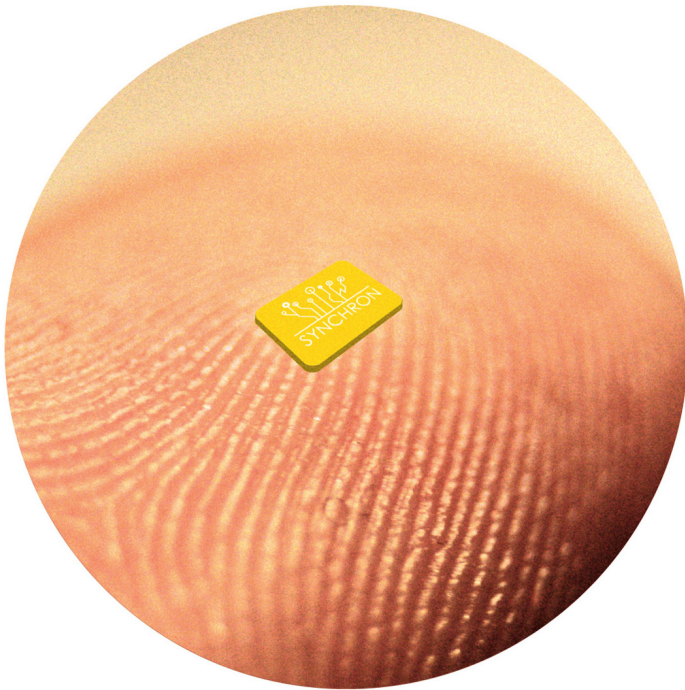
You can customise your **toaster for life** to suit your changing tastes and style. Why not use your home 3D printer to fabricate new coloured toaster casings or double up your device with an extra toasting chamber and controls. Localised customisation via home 3D printing cuts down extraction, production and distribution emissions. Bio-plastic and neo-aluminium printing cartridges are available from SYNCHRON.com and SYNCHRON stores. Why not be even more sustainable - grow your own bio-plastic! Seeds are now available.





track your toaster

Your **toaster for life** is inherently trackable. Almost every part of the product is fitted with a nano-RFID tag - small but powerful radio frequency transmitters. This enables you to ascertain the whereabouts of individual components throughout the toaster's entire lifecycle. Data about each part is stored on its accompanying tag.



Nano-RFID tag



Tagged



When tagged parts are within required proximity, their data is transmitted to the **BERNERS-LEE 3** micro-processor. The **BERNERS-LEE 3** is equipped with wireless and GPS functionality and continually logs details about your toaster to your **toaster for life** account. You can access your account anywhere and at anytime through the **toaster for life** app.



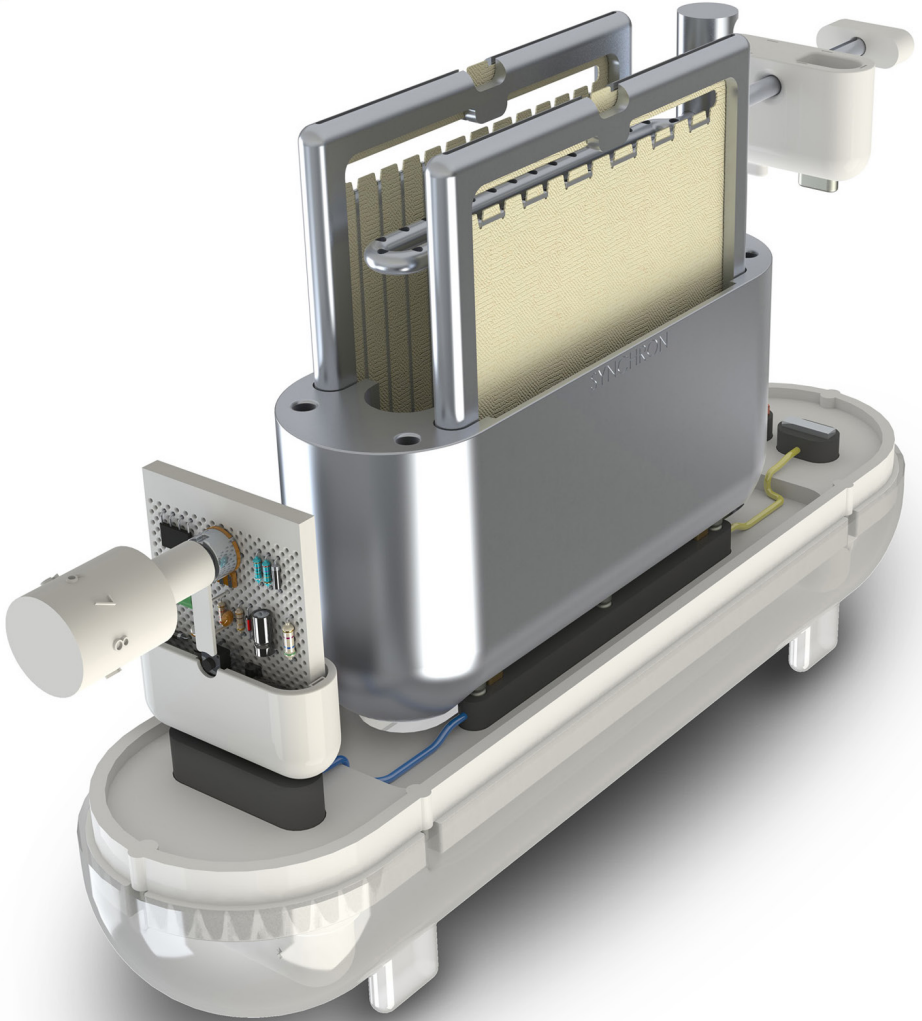
d parts



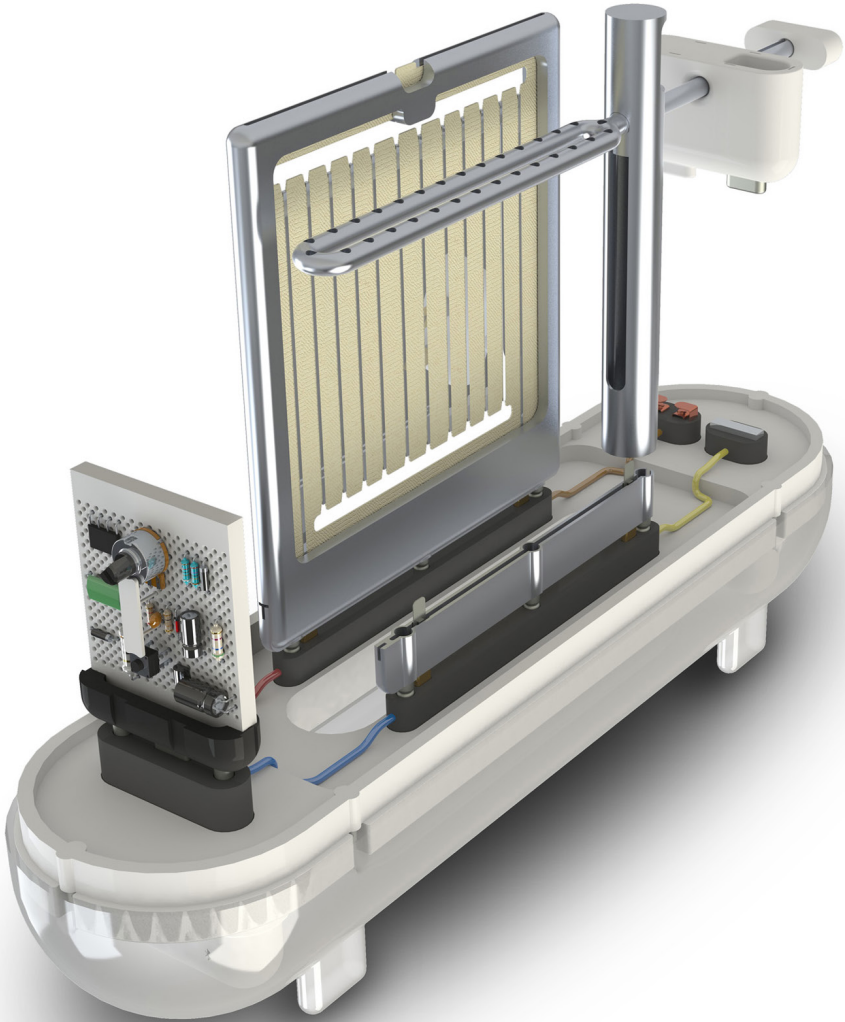
Tracking toaster parts through the **tfl** app



recycle your toaster



The **toaster for life** is 90% recyclable. It is comprised of two main materials - 55% bio-plastic and 35% neo-aluminium. Both are heat resistant and can be infinitely recycled without degradation. You can recycle your parts by taking them to your local SYNCHRON store or returning them to us through the post.



You can also trade parts via the SYNCHROMMUNITY online network. All returned parts are recycled back into the manufacturing process to be used in the production of new toasters. This continual reuse of materials constitutes a **sustainable closed loop** production and consumption process.

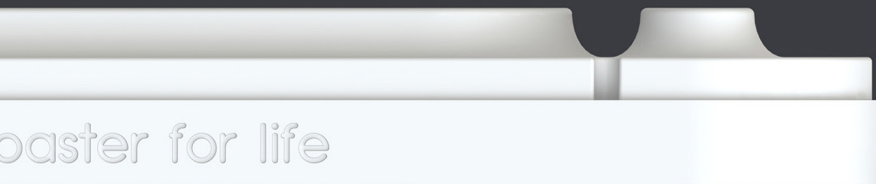
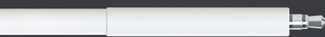
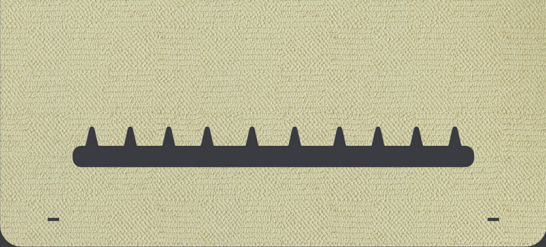




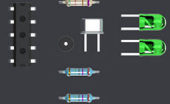
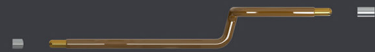
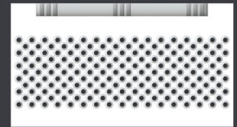
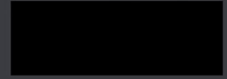
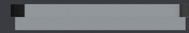
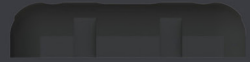
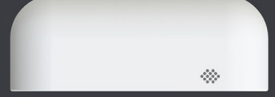
SYNCHRON

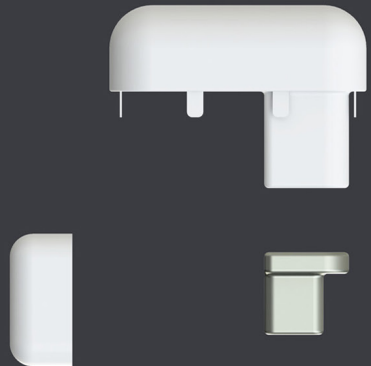
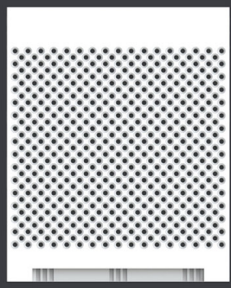
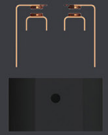
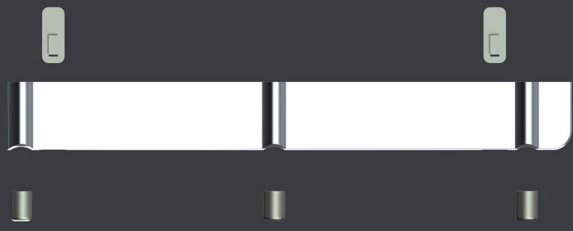
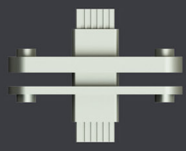
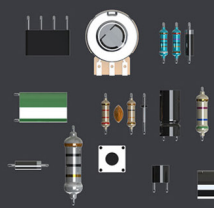
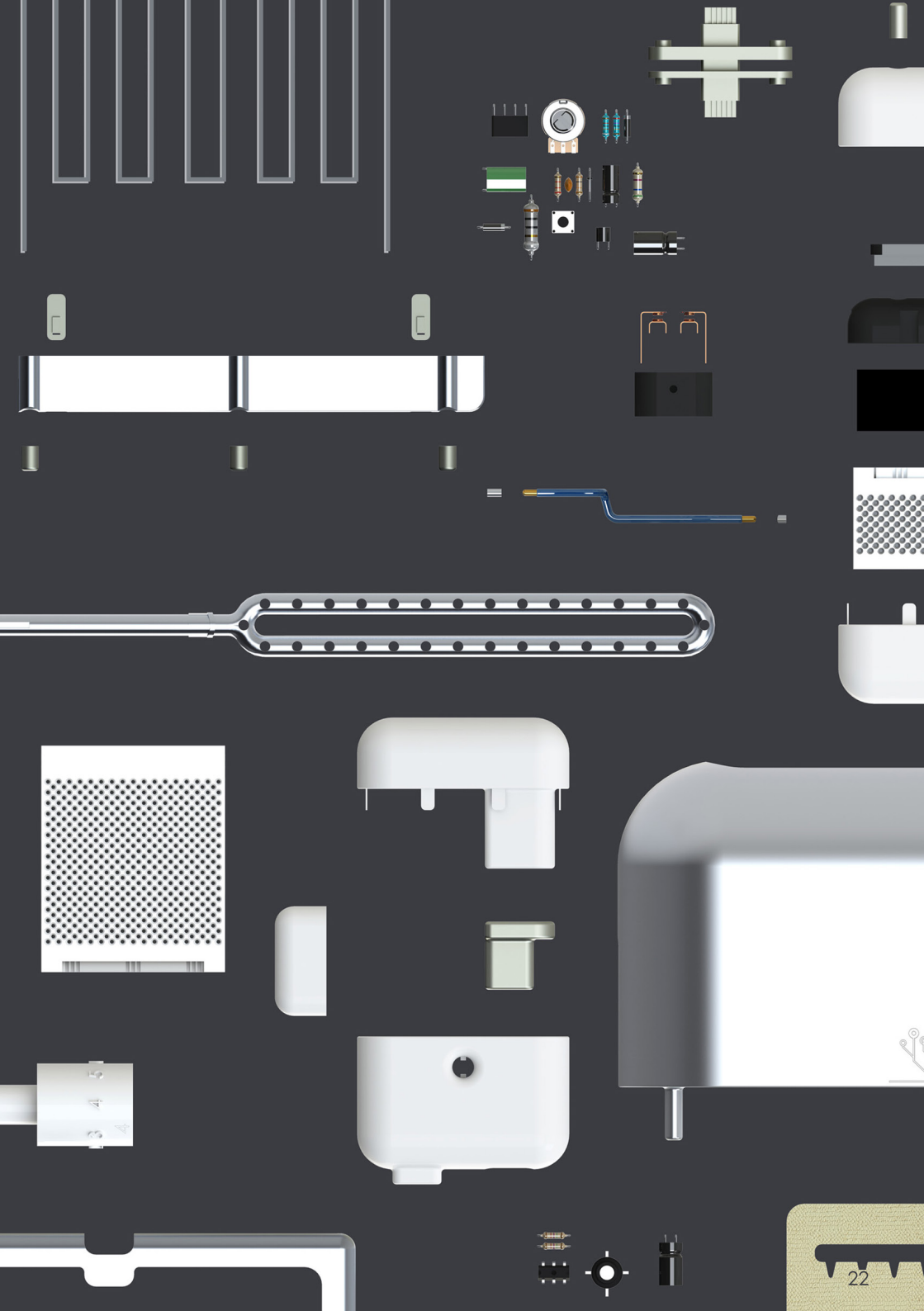
foaster for life



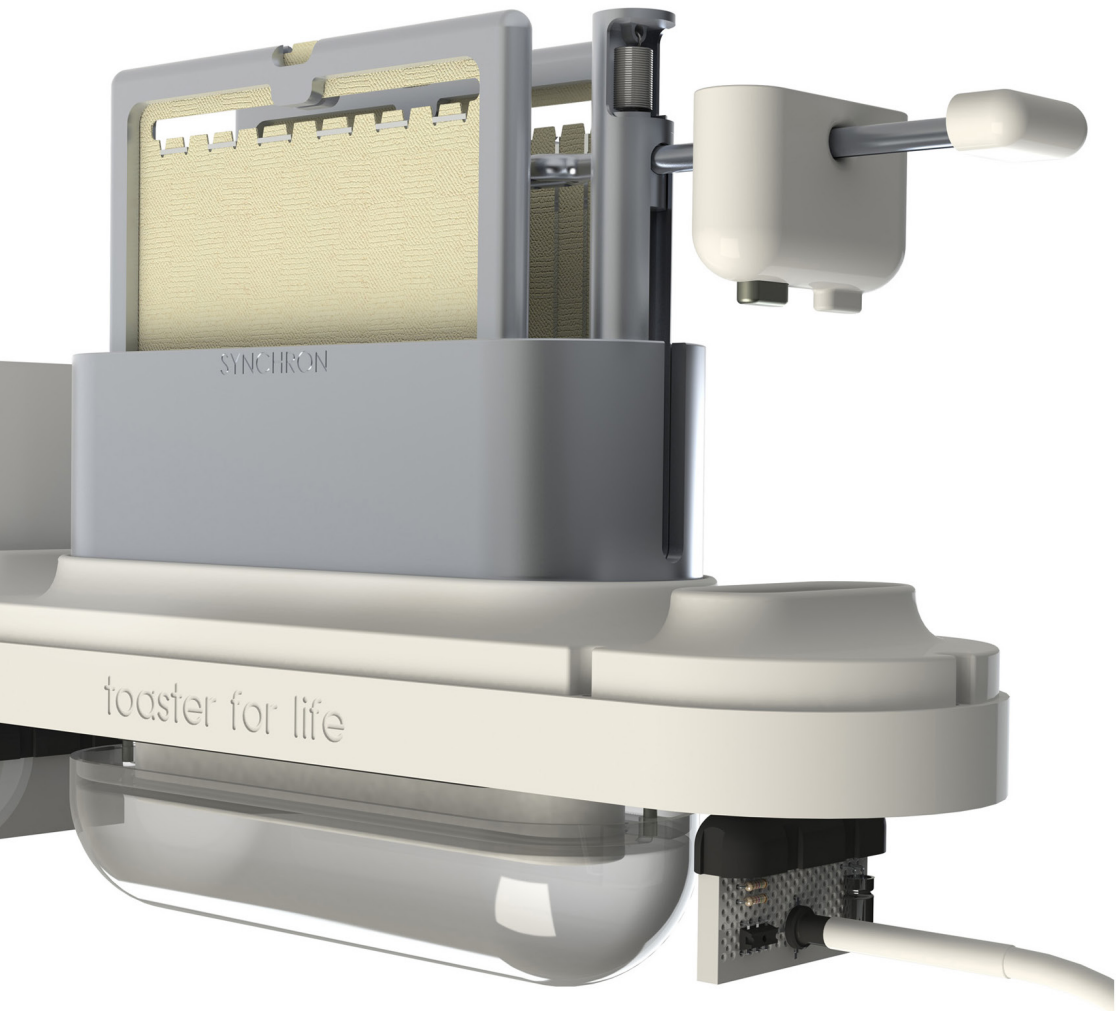


boaster for life









safety



We provide you with a comprehensive instructions manual that shows you how to safely disassemble, repair, customise, upgrade and recycle your **toaster for life**.

warranty



A new kind of toaster must also come with a new kind of cover. Unlike a regular product warranty which would become void, our **open for life warranty** remains valid even if you try to alter and repair your device yourself or via any kind of third party.



support



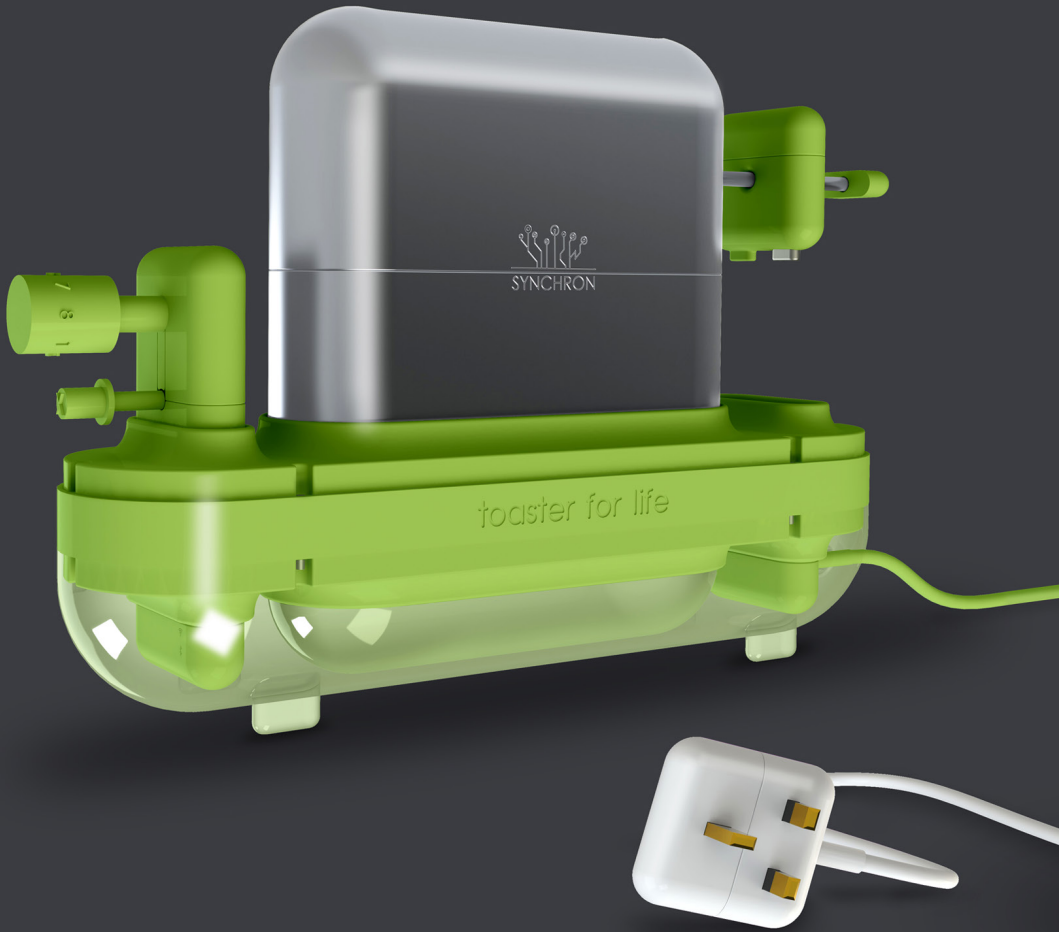
Expert help is available from SYNCHRON 24/7. Log into your **toaster for life** account and use the **tfl voice assistant** or chat to one of our technicians directly via **Mob-AR**.*

* mobile augmented reality subscribers only

community



Join the SYNCHROMMUNITY to trade parts and components plus find inspiration for upgrading your toaster. You will also have access to hundreds of troubleshooting and customisation tutorials to help you personalise your **toaster for life**.



www.toasterforlife.com