

Livslängd

Lång livslängd, nyckeln till hållbarhet



Källa:

[Longevity - JURA Sverige](#)

[Sustainability - International \(jura.com\)](#)

‘JURA products simply last longer.’ For decades customers have been telling us this again and again, and it reflects our philosophy both in the past and today. Making smart use of precious resources is a mindset and an important aspect of our brand values. It forms the basis of everything we do. We’ve refined this approach over the decades and it is our legacy to the future.

To make sure our products retain their value for a long time, serviceability is a key requirement in the design of our coffee machines. We design new and improved components to be backwards-compatible. This means we can always supply spare parts and even older models can benefit from product improvements. A part is only approved for production once it has proved itself in stringent laboratory and endurance tests that simulate a wide range of usage conditions.

Aesthetic design also plays an important role in longevity. Our products have clean, strong lines so that they still look fresh and new even after years of service.

A study published in February 2021 by Consumentenbond, the largest consumer organisation in the Netherlands*, shows that our approach is the right one. **It revealed that coffee machines have an average service life of six years. But at nine years, JURA machines last a whole 50% longer.**

*Published on 11 February 2021 at [consumentenbond.nl](https://www.consumentenbond.nl)

Conserving our valuable resources – the origins

The shortage of materials during the Second World War presented considerable challenges for the design department at JURA. So they headed to local metalworking companies in search of leftover sheet metal and found lots of small cut-offs. Now the challenge was to design products that could be constructed from the leftover pieces. Uneven thicknesses and surfaces were cleverly concealed with wrinkle finish paint.

Conserving our valuable resources – a mindset

This example reveals the origins of JURA's values and explains why the responsible, economical use of resources is an indelible part of the company. The postwar model combined durability and serviceability with a high standard of design and modern manufacturing methods. The large, elegant housing components were now made of deep-drawn sheet steel. The precise, even finish was emphasised by glossy lacquer.

Example for serviceability today: Used grinder for an automatic speciality coffee machine

The grinder is the perfect example of the workmanship that goes into modern JURA coffee machines. Every time coffee is prepared, the high-performance grinder freshly grinds the beans to just the right fineness. Over time, the grinding parts will inevitably start to show signs of wear. To service the component, the entire grinder is removed. It makes its way to the reconditioning department, where it undergoes a thorough visual inspection and electromechanical testing. If it passes both of these checks, the part can be reused.

Grinder for the automatic speciality coffee machine reconditioned to be as good as new

First, all the different elements are thoroughly cleaned. Before reassembly, any parts with signs of wear are replaced – usually the grinding parts. Each individual grinder is then precisely and expertly adjusted. Once the grinder has passed the final function and quality check and is as good as new, the reconditioned component re-enters the service cycle. This process involves a lot of work, but we find it is more than balanced out by the minimal requirements for new materials and the maximum reuse of materials and components.