

A green mannequin head and shoulders are shown against a blurred green background. The mannequin is a solid, bright green color. The background consists of out-of-focus green foliage and a light sky.

B I O N I C V[®]

GENESIS
MANNEQUINS

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SUSTAINABILITY



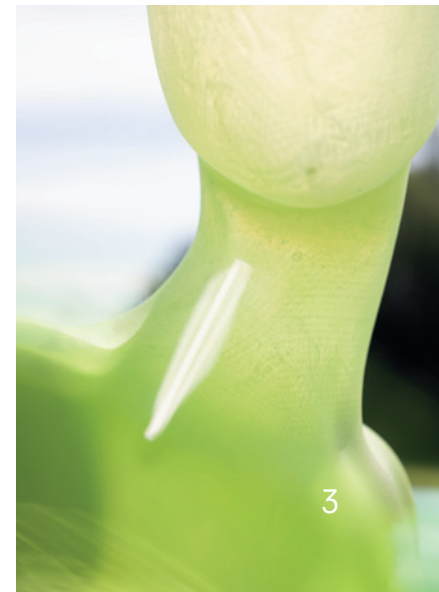
PHILOSOPHY

Since the very beginning, sustainability has been an integral part of our company's DNA. GENESIS was the first manufacturer in the world to produce mannequins with innovative ecological materials and processes based on the latest scientific findings.

Based on the market's need for sustainable solutions in the industry and the increasing demand of customers for green alternatives, GENESIS developed BIONICV®. It is our contribution to a greener industry and to a product that will define the future market.

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SUSTAINABILITY



BIONICV[®]

It is our motivation to offer sustainable solutions for the mannequin market.

The demand for alternatives to fiberglass reinforced polyester (FRP) is growing constantly. With our new label BIONICV[®] we respond to this development, and present a material that completely dispenses with fiberglass. Instead, we use a mix of bio resin and viscose fibers.



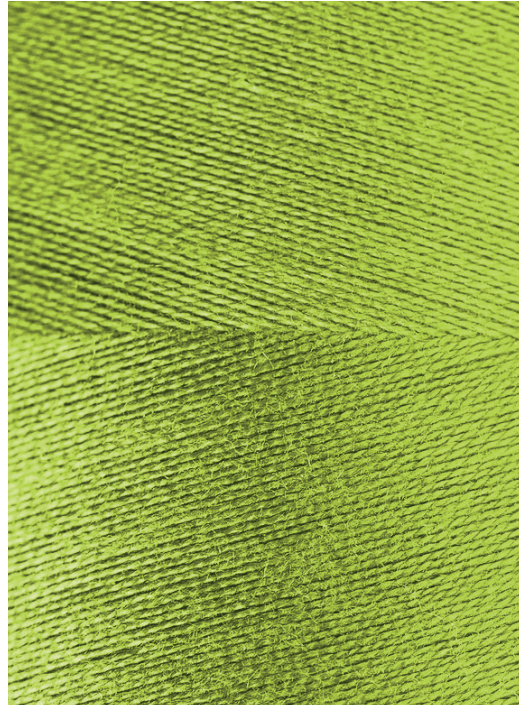
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SUSTAINABILITY



Viscose is made from the natural material cellulose which is obtained from beech wood or spruce wood. In a technical process the cellulose is transformed into loose fibers and worked into a viscid fluid in a second step.



Then this viscose mass is pressed through thin jets, coagulates and solidifies. Now the viscose fibers are ready for further processing.

WHAT IS VISCOSE?

Viscose is used in many areas of our day-to-day life and is particularly popular in the clothing industry due to its positive properties and its similarity to silk. Particularly scarves, blouses and summer dresses are made from viscose. But it is also used in medicine. Due to its excellent absorbing capacity and the precision of the fibers, utensils containing viscose are also used in the cleaning and hygiene industry.

SUSTAINABILITY



VISCOSE FIBER

Durability	🌱🌱🌱🌱🌱
Recyclability	🌱🌱🌱🌱🌱
Mould costs	🌱🌱🌱🌱🌱
Lead time	🌱🌱🌱🌱🌱

The material consists of viscose fiber combined with bio resin (Susterra® , Du-Pont Tate & Lyle).



BENEFITS

Our retail mannequins made from viscose fibers and bio resin offer considerable advantages compared to conventional materials. Viscose fibers are extremely durable, flexible and shock resistant by which GENESIS' high quality standards could be improved even further.

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not so good 🌱🌱🌱🌱🌱 very good

SUSTAINABILITY

7.5 KG

16.5 lbs



13 KG

28.7 lbs



SISAL

15 KG

33 lbs



WOOD
CHIPS

18 KG

39.7 lbs



SUGARCANE

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The material is extremely lightweight due to which we can offer mannequins with a weight of merely 7,5 kg (excluding the base).

SUSTAINABILITY



The BionicV® mannequins are available with standard paint, in semi-transparent or semi-transparent colored.

Furthermore, GENESIS takes responsibility for their staff and the environment. Due to the use of viscose fibers, many of the work processes during production are harmless for the health of the workers. Processing of the viscose fibers is considerably safer compared to glassfiber.



As the components are present in the production region, we can achieve an improved CO₂ footprint. Last but not least, at the end of their lifecycle mannequins made from viscose fibers can be used thermally, where the material is used for energy generation, and can be added to the reusable material cycle.

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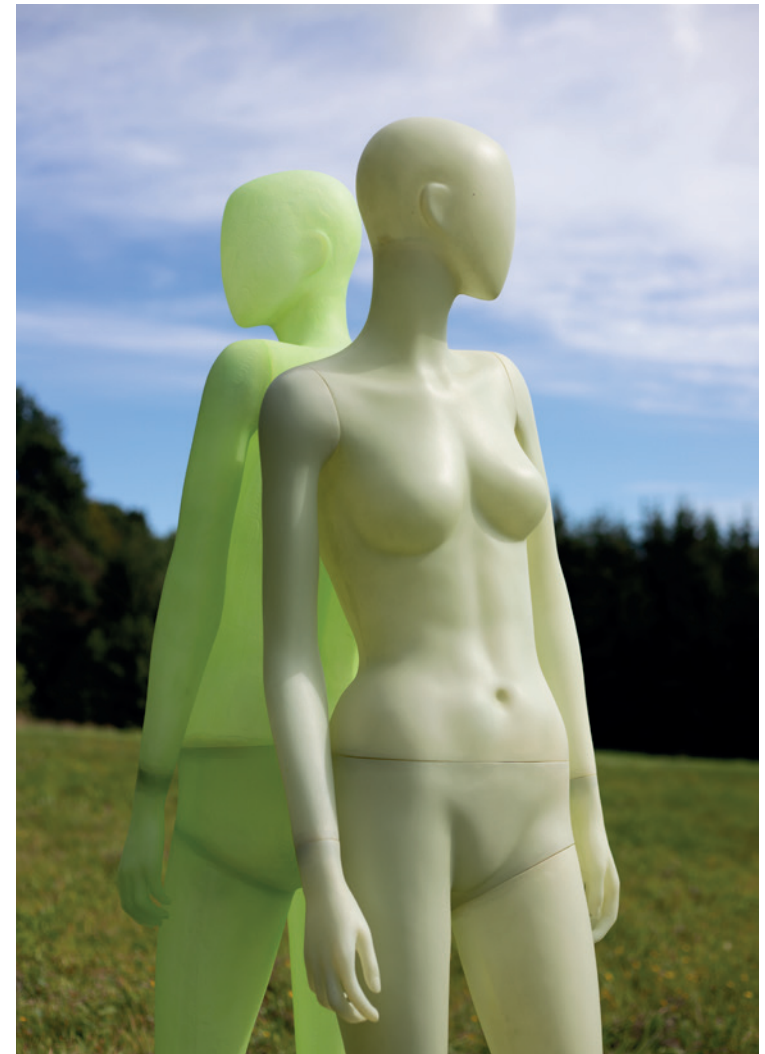
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SUSTAINABILITY



VARIETY

BIONICV® is the green alternative to all commonly used materials. It can be used with any of our mannequin series and offers endless possibilities in combining and designing our products.



CONTACT



Andreas Gesswein
ANDREAS GESSWEIN

CEO

a.gesswein@genesis-display.com



If you have any questions concerning BionicV® or any other topic, feel free to contact us.

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