

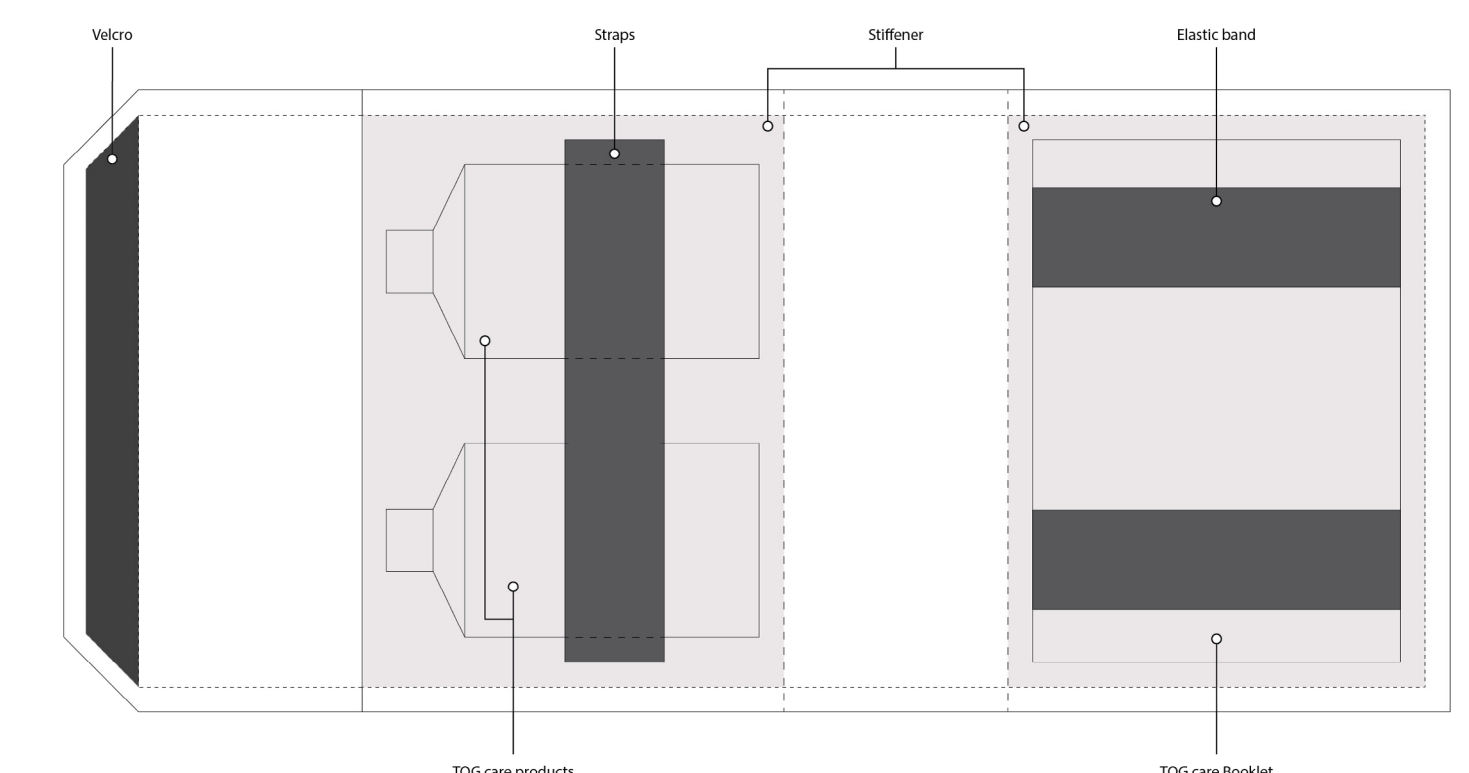
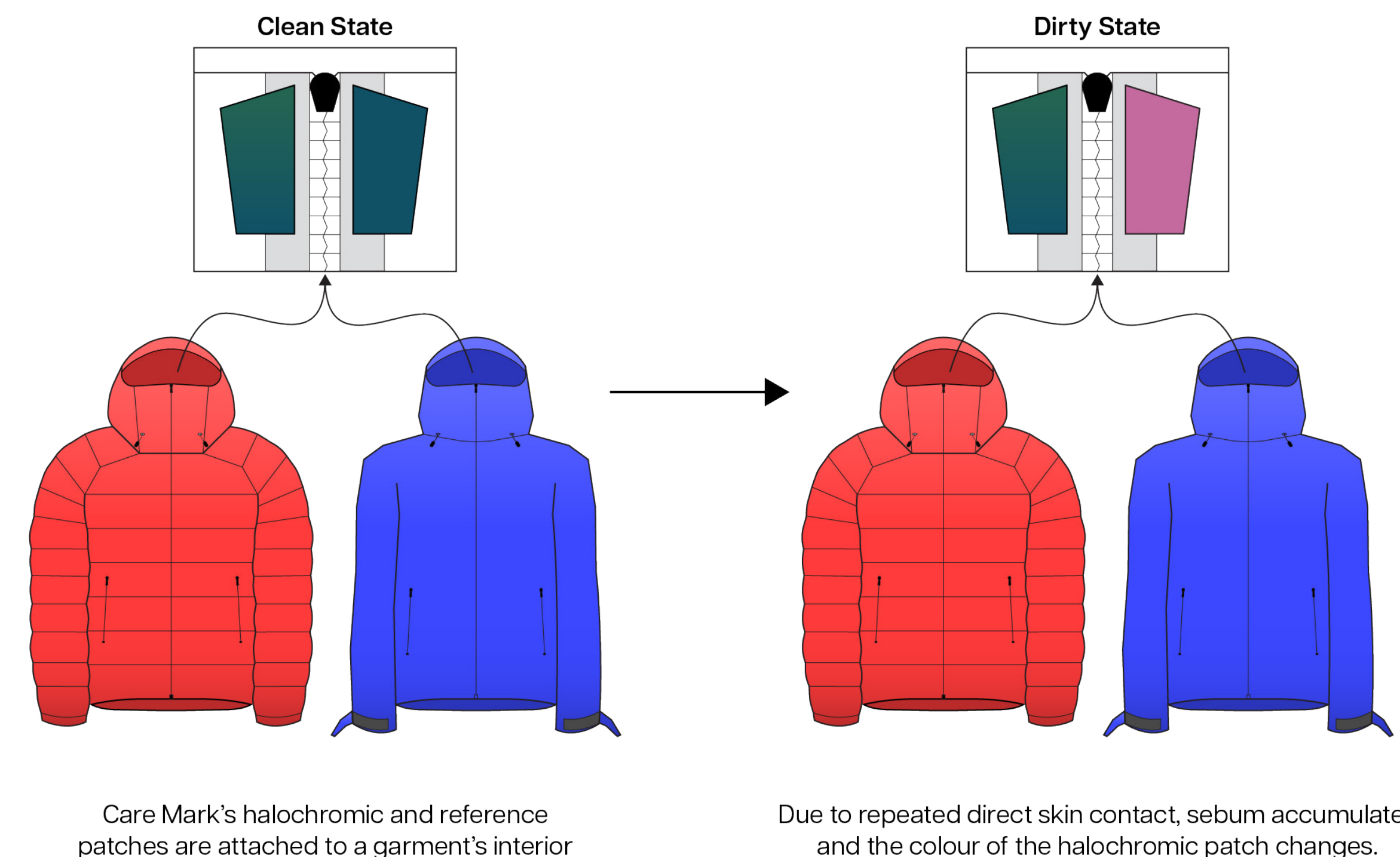
Demystifying TOG Care in Collaboration with Bever

This master's thesis investigates how to improve product care practices for Technical Outdoor Garments (TOG) among consumers. Working with Bever, the Netherlands' leading outdoor retailer, the research examines ways to extend product lifespans through better maintenance. The study identifies key barriers preventing proper TOG care and develops The Buitenmens Sherpa, a solution to make TOG care more accessible and routine.

The Buitenmens Sherpa is a 3 component design consisting of the Kit, the Booklet, and the Care Mark.

- The Kit contains everything crucial for TOG care in an easy to use container.
- The Booklet is the informational center for TOG care with instructions and tips.
- The Care Mark is a patch that notifies when users should wash their TOG.

The Buitenmens Sherpa guides the user through a process unknown for many people, just like a sherpa guides climbers in unknown locations. It creates an intuitive care experience that empowers users to properly maintain their TOG. This approach not only extends product lifespans but also contributes to a more sustainable outdoor industry, making proper TOG care accessible to everyone.



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Demystifying TOG Care in
Collaboration with Bever
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Integrated Product Design

Committee

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