



Glass Bumper



Snap Cup



Mega Switch



Cane By Me



Finger Brush



Stuff Reader



Spot-On Shelf



Insider



Curtain Gripper



Easy Handle



Popup Handle



Friendly Zipper



Couch Lift

# ThisAbles

Democratizing furniture for people with disabilities using 3D printed add-ons

## Brief

1 in 10 people in the world has serious disabilities. In their own home they are surrounded by special, massive and very expensive furniture crying out "Crippled!". Inspired by IKEA's vision „we wanted to make their everyday life better by democratizing IKEA's home-furniture.

## Idea

Together with 2 leading non-profits, we hacked our own most iconic IKEA products by creating 13 open-source 3D printed add-ons, each solving a different accessibility issue.

## Results

**5M\$** worth of earned media from PR  
**54K** visitors to the website from 127 countries  
**4625** downloads of 3D models  
**33%** increase in sales of our 13 iconic products after the project was launched  
**37%** increase in number of products sold (vs 2018)