

# EXTENDING THE LIFECYCLE OF MASSCUSTOMIZED GOODS

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## **ABSTRACT**

Mass-customization has up to now always been seen on the production side. Once used there was rather seldom a chance to reuse the good because of their specificity. Therefore the costs have almost always been higher than the use of regular goods. This has been one the main reason why mass-customization has not had its big breakthrough so far. We developed a model to reuse mass-customized goods and implemented a software capable of supporting this model. We think that this model is useable to most high volume parts of mass-customisation and might bring a breakthrough for the spread of mass-customisation.

## **KEYWORDS**

Mass Customization, Software, Cost, Reusability.