

# Planned (built-in) obsolescence



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**Planned obsolescence** - in industrial design  
a policy of deliberately planning or designing a product with a limited useful life, so it will become obsolete or nonfunctional after a certain period of time.

**Purpose:** to make a consumer  
to purchase again



**Negative aspect:** continuously replacing, rather than repairing, products create more waste, pollution, use more natural resources, and result in more consumer spending.

## **Positive aspect:**

many products, such as DVDs,  
become both cheaper and more  
useful the more people have them.