

CYRCOL - The new Reuse-System

Approach for sustainable packaging

CYRCOL

**How can an
international
REUSE-system
look like?**

CYRCOL

**Reuse-packaging
for today's
thin foil
packaging**

Example: Crisps / Nachos - Reuse vs. Single Use comparison



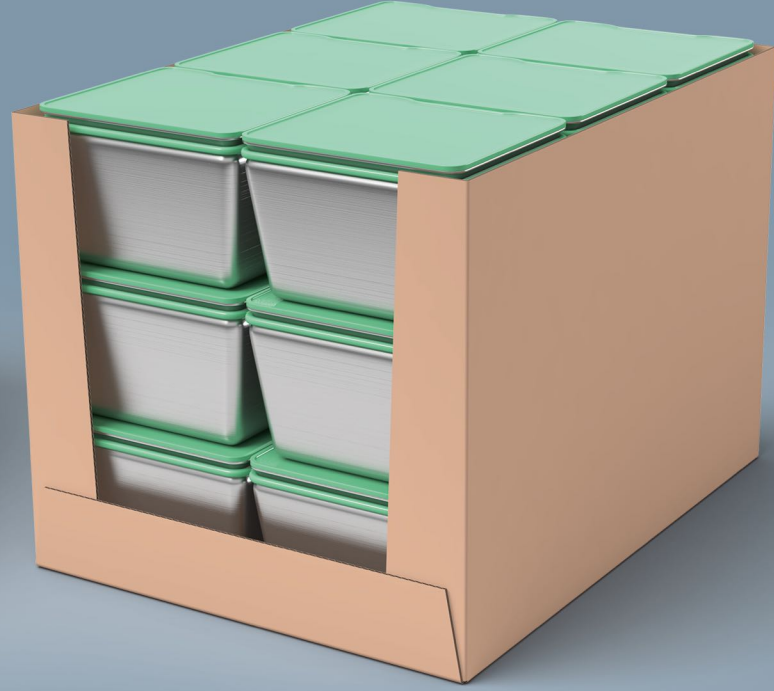
Standard 175g bag

Chips

COMPARISON



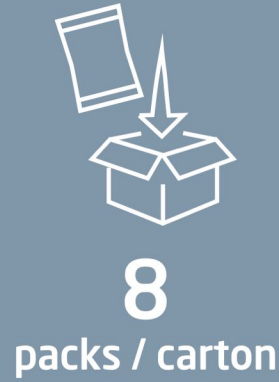
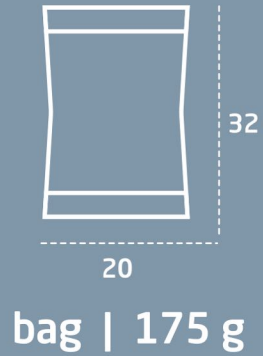
packs / carton COMPARISON



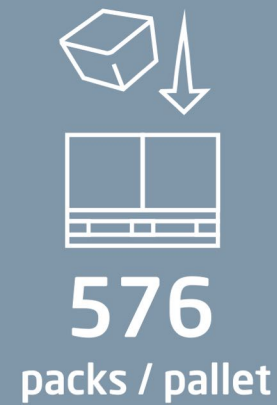
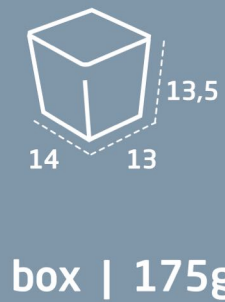
Chips

COMPARISON

BAG SINGLE USE



BOX REUSE



+
225%



Crisps COMPARISON

REUSE

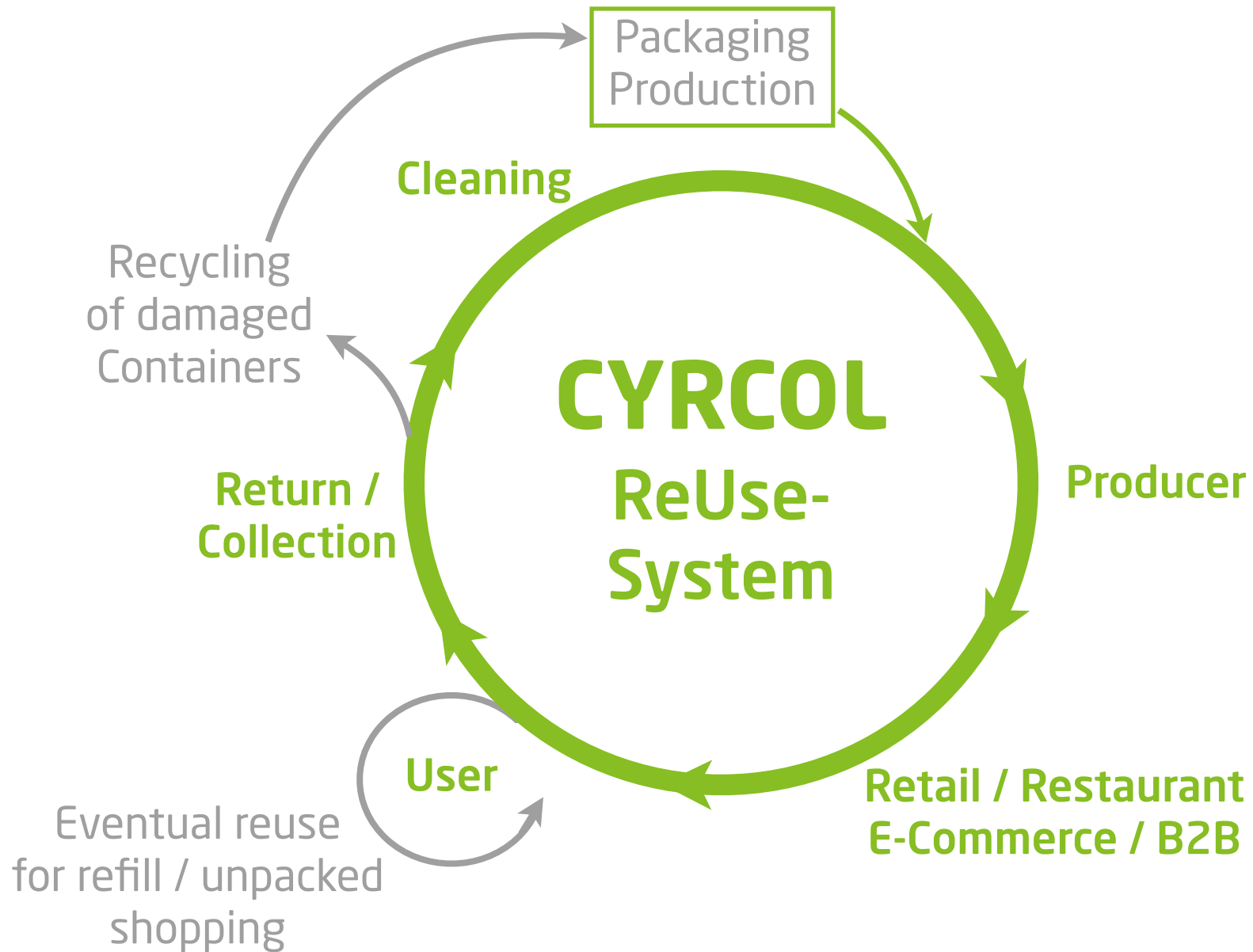


reuse vs. single use

- Available sizes
- Flexibility branding
- Stability/product safety
- Re-/closure
- Handling
- Direct cost single use
- Direct cost reuse
- Waste fee
- Transport package
- Transport packed product
- Warehousing space Pack Material
- Warehousing space Packed product
- Availability
- Shelf space
- Uniqueness
- Easy return
- Pooling
- Hygiene / Cleaning
- Filling speed
- Waste in nature
- Waste on landfill
- Recyclability
- Quality of recycle

SINGLE USE





Our prediction
of **trends** in
sustainable
packaging
for the next years

Packaging trends of the coming years

Short to mid-term (by approx. 2025)

- focus on recyclability
- substitution of plastic by paper

 Short-term handling of problems

Mid- to long-term (approx. 2025-2030)

- stronger focus on reusable packaging concepts
- rigid packaging concepts made of plastic and Metals
- stronger focus on health aspects of packaging

 Long-term solutions

Strategic Sustainable Successful

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