



circulation

The system of reusable
food packaging scalable
to all food segments

Intro Deck

June 2021

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Our Mission

We are building the **pool system**
of reusable packaging **scalable to all**
food segments and retail channels
- starting in Germany.

packaging
producer

cleaning

recycling

reuse

Status Quo



Modular packaging
solution is getting ready
for production



We have gathered a broad
coalition of pilot partners, and
are building it out further.

Modular Packaging Solution



WHITE LABEL POOL

Shared solution covering various product categories



STANDARDISED

Built on existing standards to scale fast



SMART

Traceable through existing APIs + additional QR code

BECHER Anita



M
~580 ml



L
~1.200 ml

BOX Stefano



M
~700 ml



L
~1.400 ml

As we are applying for **Design Protection**, further details on packaging and product can be shared after the **NDA**

The circular journey



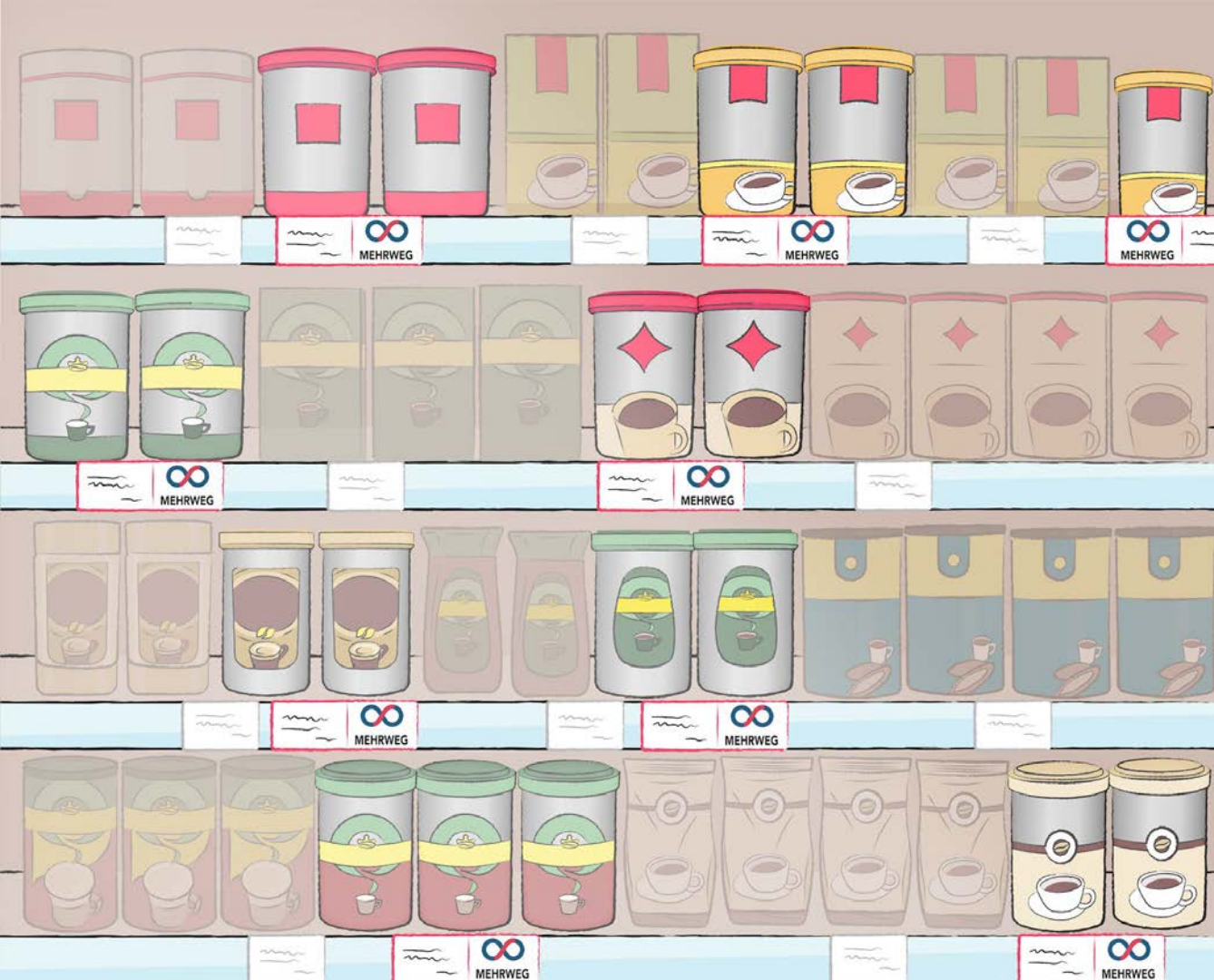
Shelf Placement

Coffee,
Cacao & Co



Shelf Placement

Coffee,
Cacao & Co





Test & Learn Pilot



- 1 packaging module
- 4-7 products from ~ 4 brands
- 10+ stores from different chains

Big Bang Pilot



- 2-4 packaging modules
- ~ 15 products from ~ 9 brands
- 30 - 50 supermarkets

Regional Roll-out



National Roll-out



Media, events and workshops



UPSTREAM INNOVATION
Publication + pitch



IM BLICK
tv show



SUSTAINABILITY
LANDSCAPE 2021
infographic



TRADE FAIR
speaker



ROUND TABLE
speaker



ONLINE FAIR
stand + presentation



NEWS PLATFORM
multiple articles



PODCAST
speaker



KLIMASCHUTZOFFENSIVE
speaker



PACKAGING WORKSHOP
initiator

Strong Team behind the Mission



**Kirils
Jegorovs**

Co-Founder
Partnerships
& Financing



**Maximilian
Bannasch**

Co-Founder
Modular Packaging
& Piloting



**Jan H.
Störkel**

Co-Founder
Communications
& Design



**Alessandro
Marchiaro**

Co-Founder
Eco & Fin
Assessment



**Frieda M.
Davey**

Consumer
Co-Creation
Material Science



**Dünya
Yasavul-Bonk**

Consumer
Co-Creation



**Marina
Rodrigues**

Consumer
Co-Creation
Financing



**Markus
Göckel**

Packaging Design
by CULINARYDESIGN
MUNICH



**Lutz
Sauvart**

Packaging Design
by CULINARYDESIGN
MUNICH



**Joachim
Quantz**

Process Management
by POWERJO



**Patrick
Ott**

Production
by POWERJO



**Martina
Carrera**

Digital Marketing
Strategist

*“If you want to go fast,
go alone.
If you want to go far,
go together!”*



#jointhecircle



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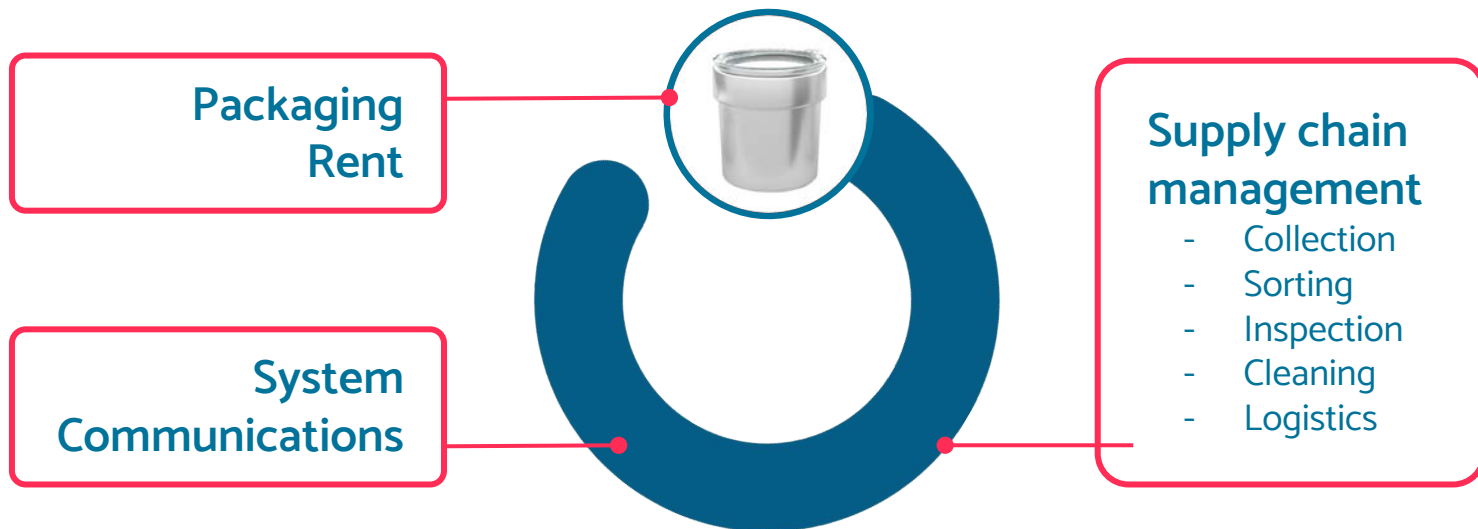
Thanks to our supporters



Our Business Model

Packaging-as-a-Service

A simple pay-per-cycle fee



Operations

- the packaging solution is built on existing standards where possible
 - euro pallet
 - existing secondaries for logistics (IFCO LL 6413)
 - shelf tray as an option
- the processes are designed to minimize additional effort in-store
 - “Streckenbelieferung” directly to stores in the piloting phases
 - compatible with existing register/ scanning systems
 - compatible with TOMRA reverse vending machines
 - pick through a distributor → bike delivery in the beginning

The solution is designed to scale quickly.