



reCIRCLE

The world's first solution for
waste-free food packaging to go



EATING AND DRINKING „TO GO“ IS A MEGATREND

Today, hardly anyone cooks and eats at the same fixed times every day. This has to do with the high mobility of people, including rapidity and flexibility. Being constantly on the move also means that we increasingly eat out of the house, but not necessarily in traditional restaurants. (1)



A MEGATREND THAT PRODUCES HUGE AMOUNTS OF WASTE

335 million tonnes of plastic are produced annually (2)
8 million tonnes of plastic land in the world's oceans every year (3)
and 50 % of the plastic waste produced worldwide comes from packaging (4)

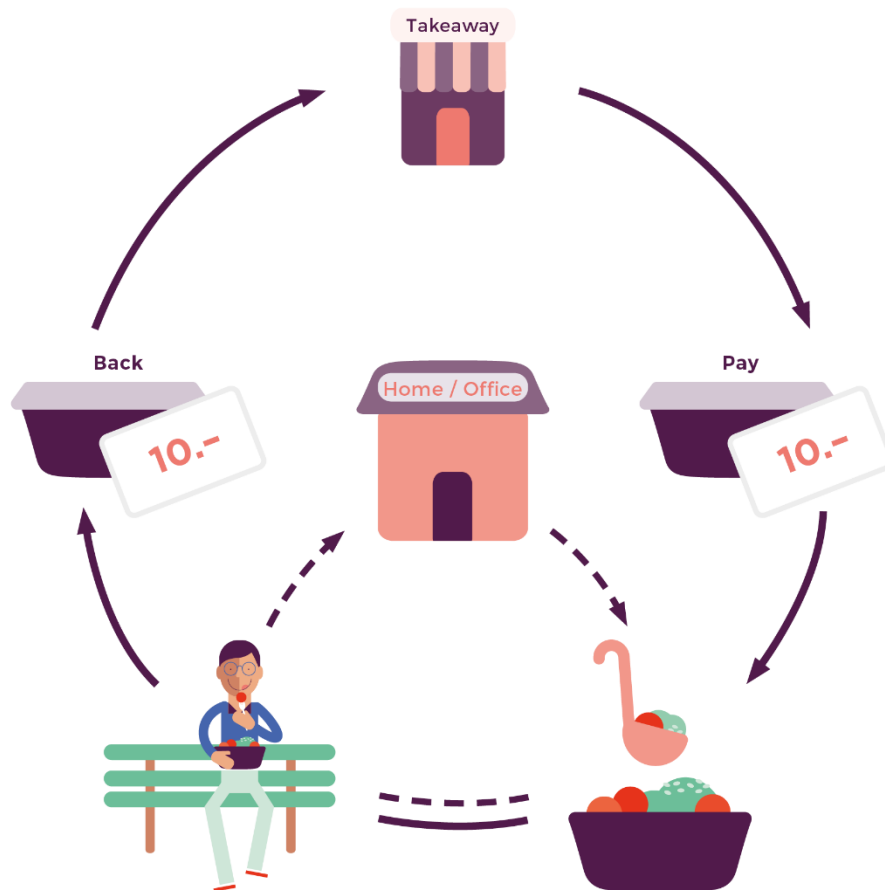


BUT THE AWARENESS OF CUSTOMERS IS CHANGING

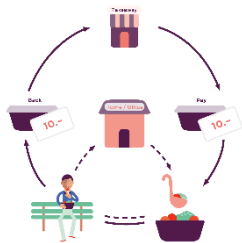
Many people are becoming increasingly aware of the impact that our consumption has on the environment and animal welfare. The climate crisis affects the production of food and, conversely, our food is fuelling this crisis. But sustainability also means less food waste, more ecological packaging (5) and thus more recycling.

**IT IS TIME
FOR A NEW KIND OF
FOOD AND BEVERAGE
PACKAGING**

CIRCULAR ECONOMY EVERY DAY: SIMPLE - PAYABLE - USEFUL



MARKET PERFORMANCE



Packaging as a service is real resource saving. reCIRCLE is the first, (inter)national network that replaces disposable packaging from on-the-go catering with reusable packaging. By buying the products back to full price, the packaging is given value, cycles are closed and resources are conserved.

Cleverly designed, stylish products produced in Switzerland in a CO₂ neutral manner- taking into account hygienic, logistical and environmental requirements. Step by step, new products are integrated into a coherent overall concept.



Innovative business model with subscription system, network. Our focus lies on reuse systems and the network, not simply on selling reusable products.



Ready-to-use implementation, with hygiene concept, staff training, customer communication

HIGHLY MOTIVATED TEAM



Lea Burkhardt
Finance, Admin, HR



Ursina Haslebacher
Sales, Projects, Kom



Christoph Mumenthaler
Sales, Projects



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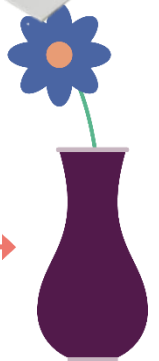
Karin Burn
Head of Sales, Projects



Jeannette Morath
Strategie, Development, Kom

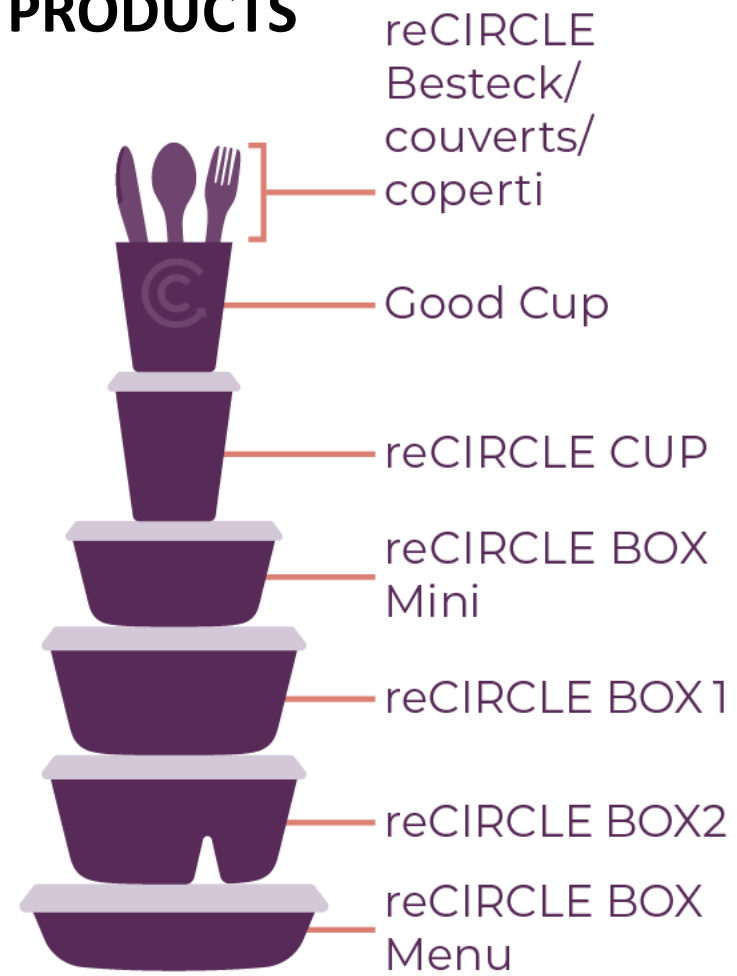
HOW IT WORKS FROM RECIRCLE PERSPECTIVE

- Lunch box as a service
- Coffee-to-go as a service
- Network
- Guaranteed buy back
- Development
- Sales and Marketing
- Acquisition, information, support
- Community building, visibility
- Guaranteed stockage
- Closing the cycle through recycling

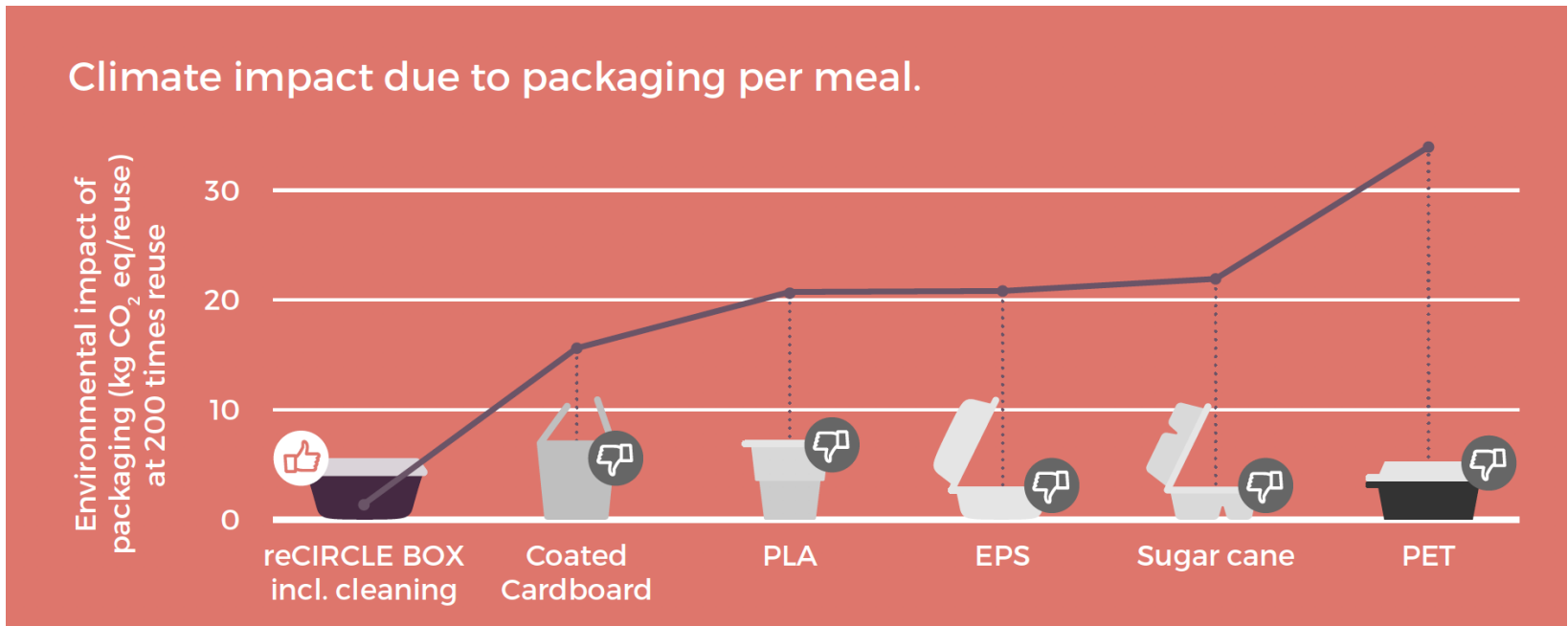


UNIQUE SELLING POINTS OF THE PRODUCTS

- High quality reusable BOXES and CUPS
- Assortment
- Swissmade in Einsiedeln (CH)
- Designed for reuse
- Hygienically washable
- Durable
- Stackable to save space
- Closing tight
- Suitable for microwaves
- Suitable for dishwashers
- Regular migration tests

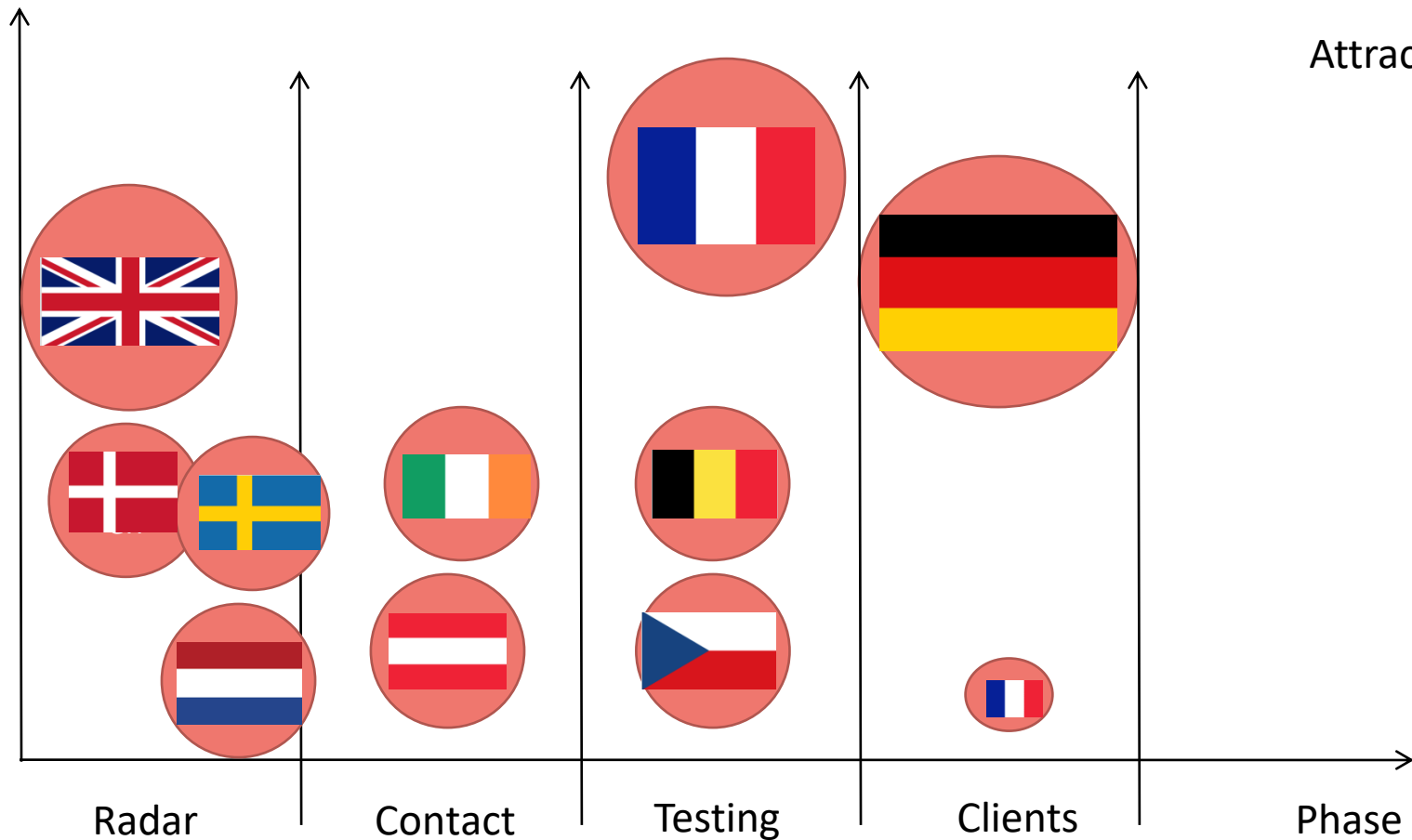


LIFE CYCLE ANALYSIS



GOING GLOBAL

Attractivity





BUSINESS MODEL FOR TAKEAWAYS

Annual costs with single-use	Annual costs with reCircle
<ul style="list-style-type: none"> • 260 opening days x 20 disposable food boxes per day x CHF 0.20 per disposable food boxes = CHF 1'040 • Costs are calculated without washing up. 	<ul style="list-style-type: none"> • CHF 150 for partnership + CHF 180 for subscription = CHF 330 • Purchasing reCIRCLE products is cost-neutral because it is charged to the consumers.

Total savings: CHF 710 per year!

Kontakt



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Sources

1. European Food Trends Report - Gottlieb Duttweiler Institute GDI 2015
2. Plastics - the Facts 2017 - Plastics Europe
3. Plastik im Meer - National Geographic 04/2017
4. Plastikmüll von Verpackungen - UNEP 2018
5. European Food Trends Report - Gottlieb Duttweiler Institute GDI 2015
- 6.

EU Single Use Plastic Directive

Ranking	Item
1	Drinks bottles, caps and lids
2	Cigarette butts
3	Cotton bud sticks
4	Crisp packets / sweet wrappers
5	Sanitary items and wipes
6	Plastic bags
7	Cutlery, plates, straws and stirrers
8	Drinks cups and cup lids
9	Balloons and balloon sticks
10	Food containers including fast food packaging



Source: Joint Research Centre, European Commission (2017)