



PROBLEM YOU RECOGNIZE?

THE CHALLENGE

Up to 70% of global CO₂ emissions and more than 90% of global biodiversity loss are caused by the extraction and processing of natural resources.

“In the past six years, the world’s population has used nearly as many tons of materials as during the entire 20th century.”



SOLUTION

New Loop – a circular system for reusable packaging, including washing, logistics, and individual QR codes for communication and deposit refunds.



PACKAGINGS

All our packaging is made from 73% upcycled vegetable oil and requires as little as one wash to outperform conventional single use packaging.

- *A frictionless solution with no registration required in the sales process.*



RETURNBOX

Our return boxes offer an automated and user-friendly solution, while also creating a digital link between our clients and end users. **Based on parcel locker technology**, the boxes are cost-effective compared to competitors.

[VIDEO](#)



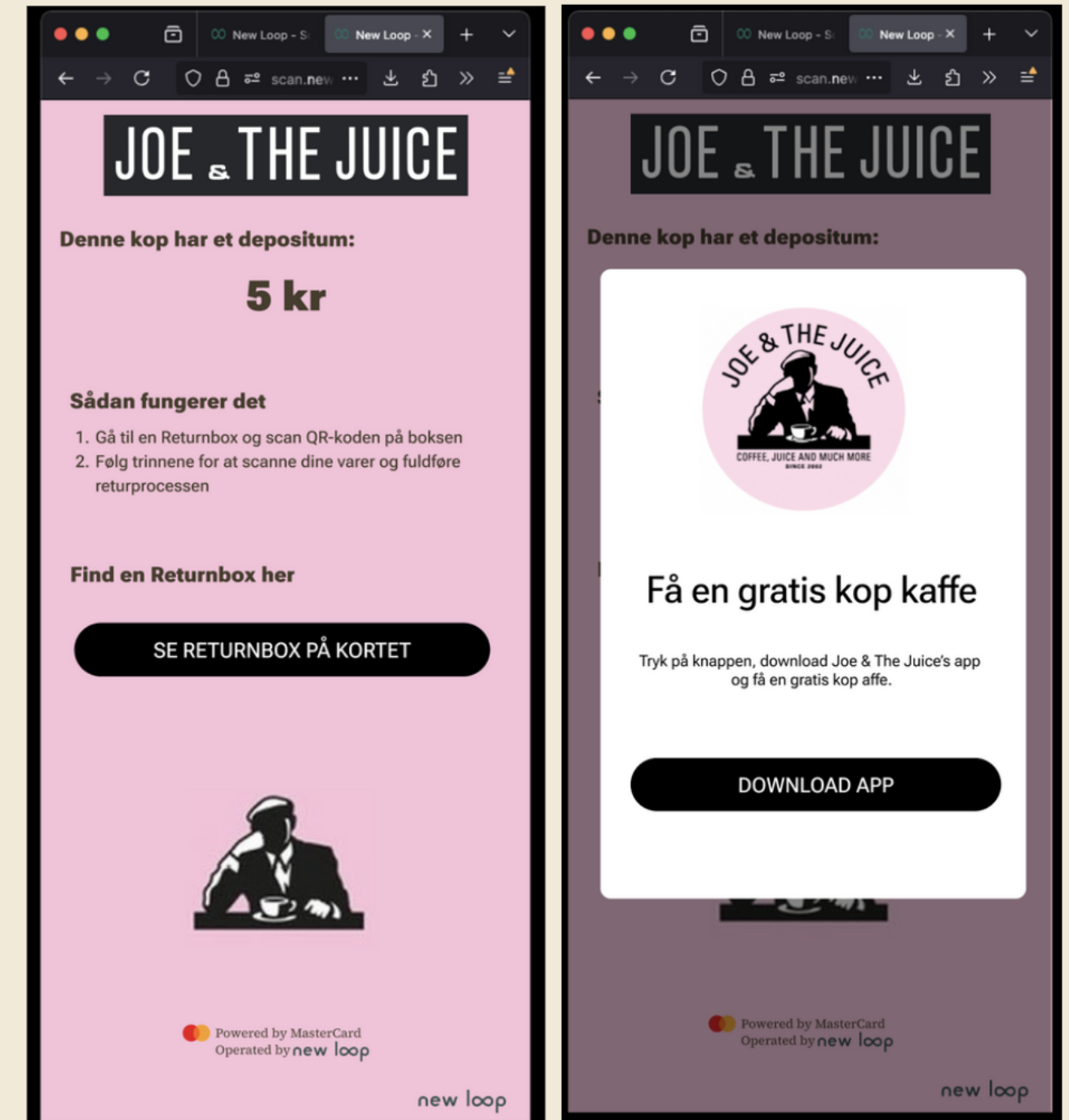
WEB-APP, VERSIONING AND COMMERCIAL ELEMENTS

Our web app for deposit refunds is activated by scanning the QR code on the packaging or return box.

It helps users locate return options and receive their deposit back.

Scan the QR code here to try it yourself...

We can integrate various elements into the solution to create added value for our customers



Example of versioning of a web-app and encouragement to download app for a client

REDUCING CO₂ AND RESOURCE USE

Hypothetical example:

A company using 300,000 cups/month over the course of a year, compared to an average single-use cup.

The calculation incl. production, washing, and transport.

It also assumes a 90% return rate and a 3% discard rate after washing.

Reduction:

308 tons CO₂ eq

16.5 tons of waste

	Data	Enhed
Antal kopper (Total)	3.600.000	stk
Periode	12	måned
Antal leveringer i perioden	56	
Returprocent (Kunden) pr loop	90,0%	%
Frasorteringsprocent (New Loop og DMO)	3,0%	%
Genbrugspotentiale	7,9	gange
Antal kopper per levering	64.286	stk
Antal kopper til vask per returnering	56.121	stk

Mængde ZWC kopper anvendt	513.321	stk
Kopper tabt grundet manglende returnering	360.000	stk
Kopper tabt grundet frasortering	97.200	stk

CO2 Udledninger	ZWC-kop	Engangskop	Besparelse	Enhed
Produktion og distribution	11.800	341.040	329.240	kg CO2 eq
Forbrænding af kopper	1.144	3.293	2.149	kg CO2 eq
Tilbagetagning og vask	22.644	0	-22.644	kg CO2 eq
CO2-udledning i alt	35.588	344.333	308.745	kg CO2 eq

Affaldsbesparelse	8.801	25.332	16.531	kg
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THANK YOU

— reach out and let us help you implement a solution.



Return Packaging
FOR REUSE



- 1 SCAN THIS QR CODE WITH YOUR SMARTPHONE
- 2 CHOOSE PAYOUT TO Apple Pay, Google Pay OR CREDITCARD
- 3 SCAN QR-CODE ON THE CUPS/PACKAGINGS
- 4 PUT YOUR CUPS/PACKAGING IN THIS RETURN BOX
- 5 THE REFUND FOR YOUR "PANT" IS ON ITS WAY TO YOUR CARD

Don't have a smartphone?
Look for our sticker
at our salespoints!



Harada ikke en smartphone?
Så se efter vores klistermærke
der er på kontantbeholdning
hos vores salgspunkter!

new loop

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