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Reusables

as nation-wide service



Packages



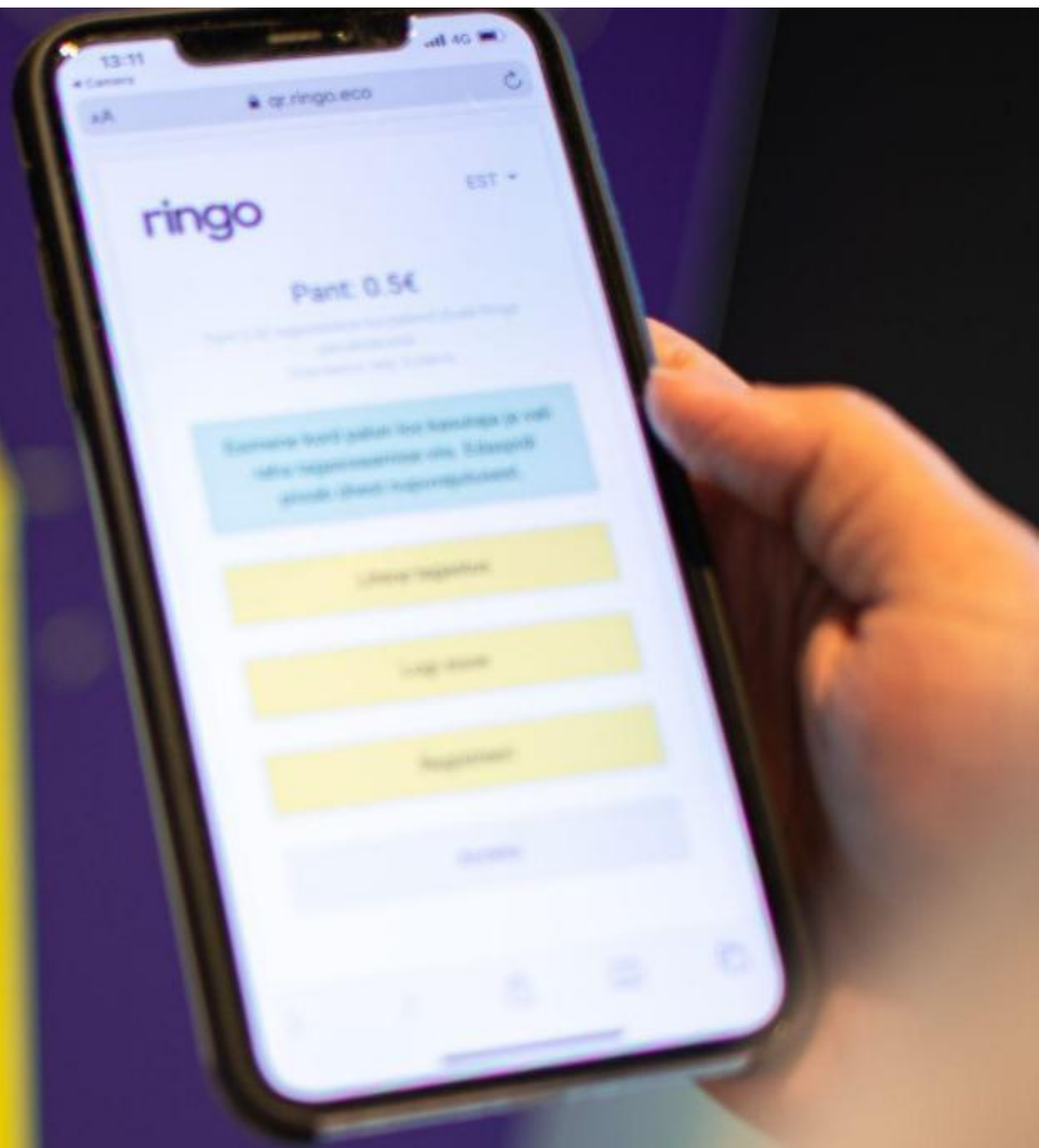
Deposit Handling



Logistics



Washing



Trends in Reusable packages

70s



90s



2020...



80s



REUSABLES. Today in Estonia

Less and less reusable bottles (<10%)



More and more circular pallets (wood and plastic)



Alternative bags in early stage



More and more boxes



Reusable primary packages in early stage



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Since 01.05.2022

90 000 unique users

300+ return points

140+ sales points

700 000+ packages in stock

3m+ pieces washed

100 000 packages “> 10 cycles”

> 400k EUR revenue 2025



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Open Platform

Packages

From many providers. 50+ types of products

Collecting stations

Analog or Digital. Clients prefer cheaper.
300+ public return stations for reusables

Washing

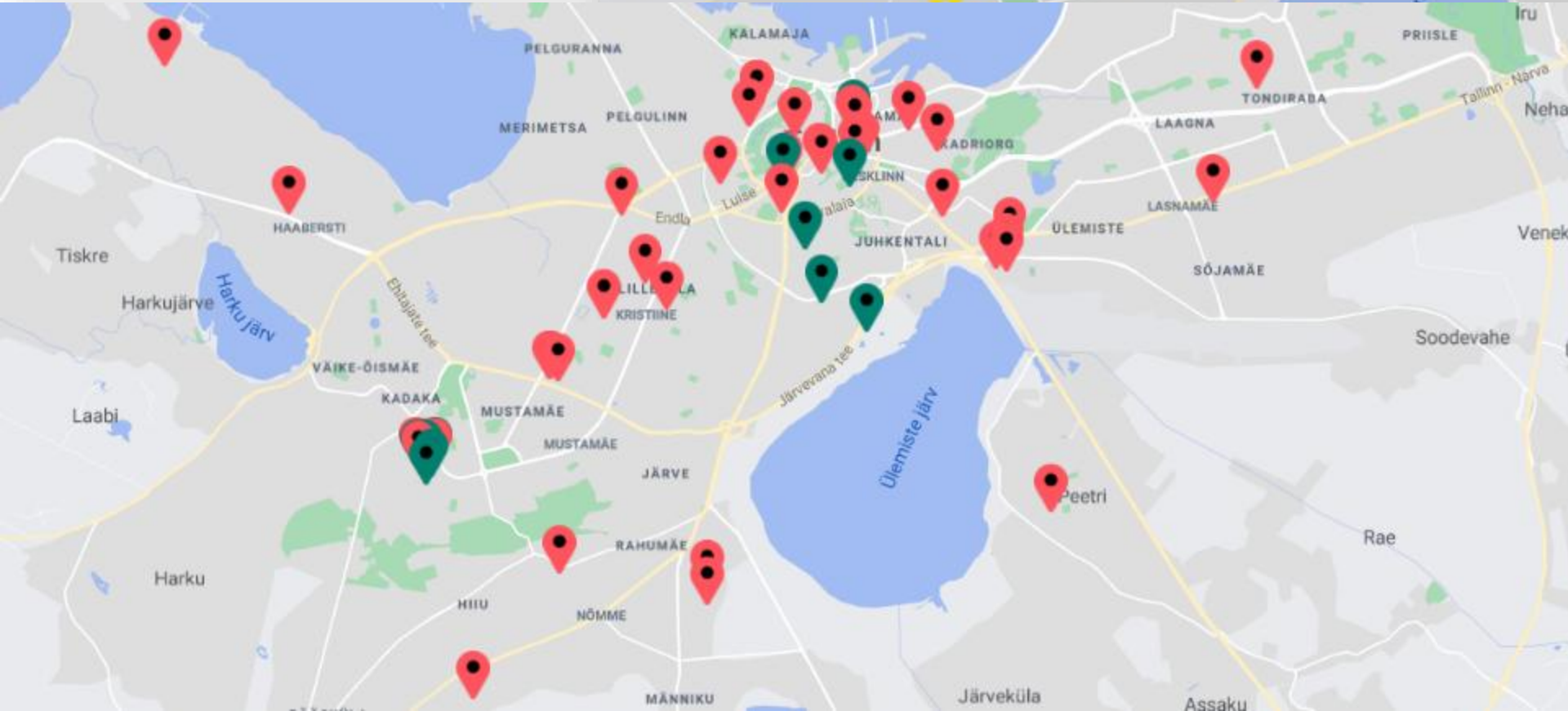
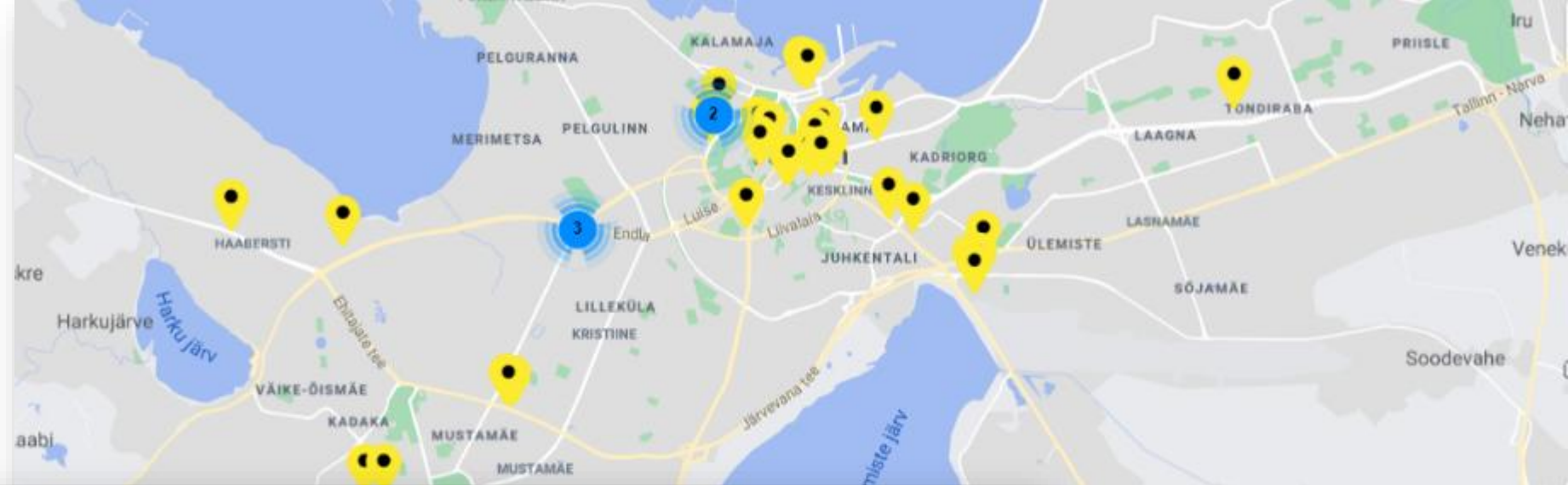
Central or Local. 99% we wash in our washing centre

Deposit

With or Without. Tech as white-label SAAS



BUY



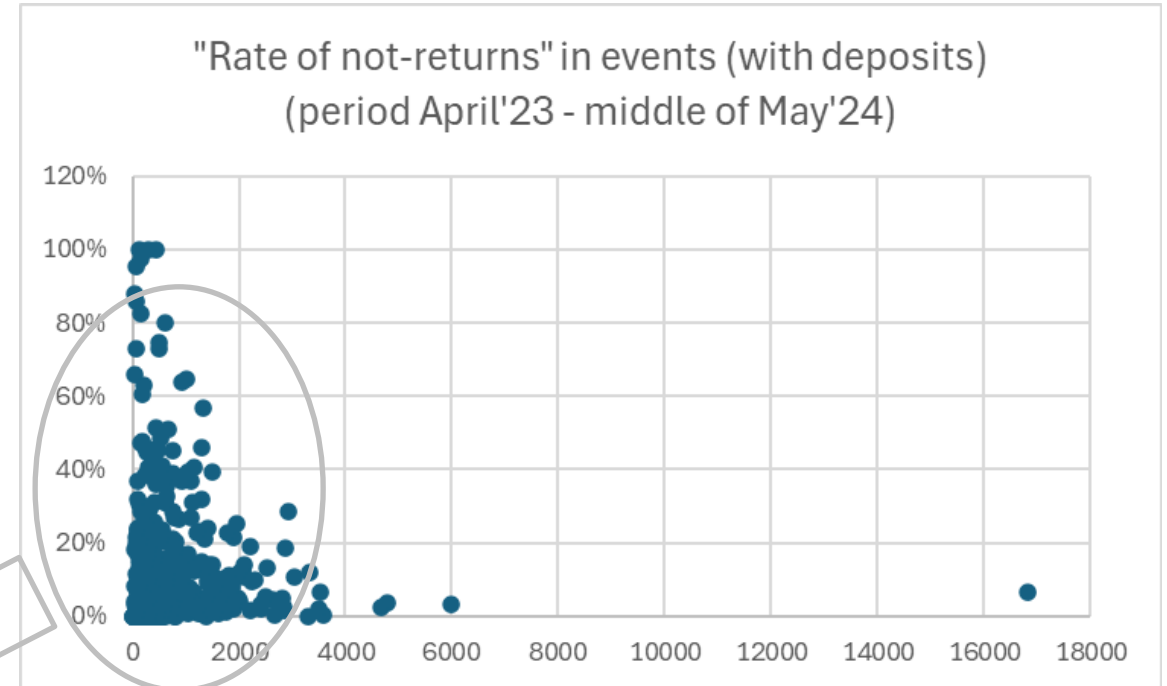
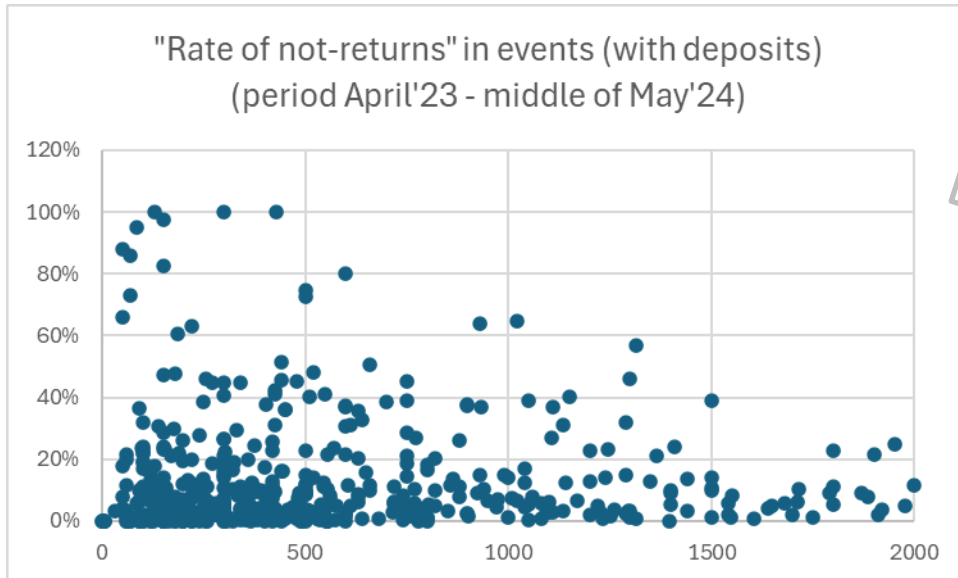
RETURN



Ringo full tracking reports. DEPOSIT events

Total 520 different orders
from 84 bigger events, and 38 smaller events
total 364 000 pieces delivered
Period 01.04.2023 – 15.05.2024

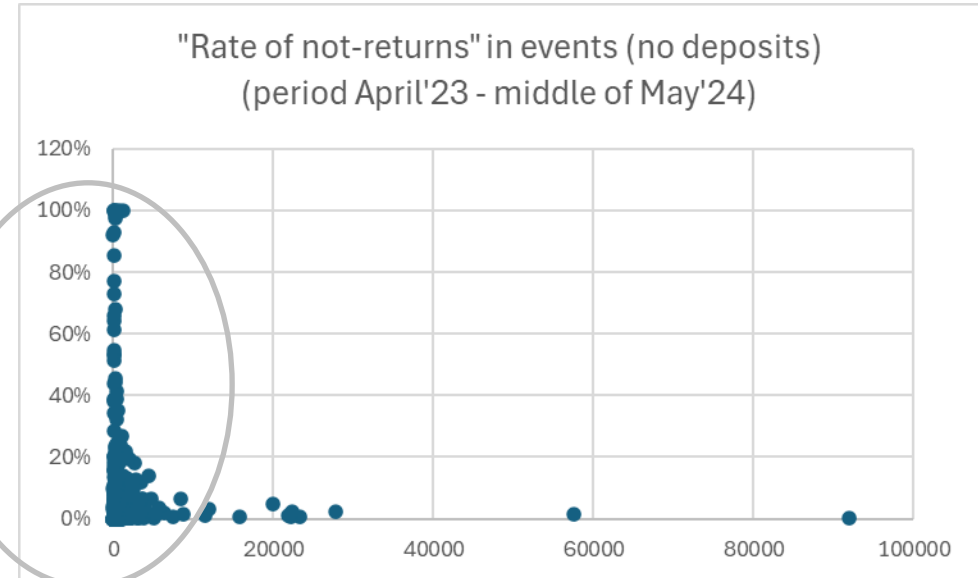
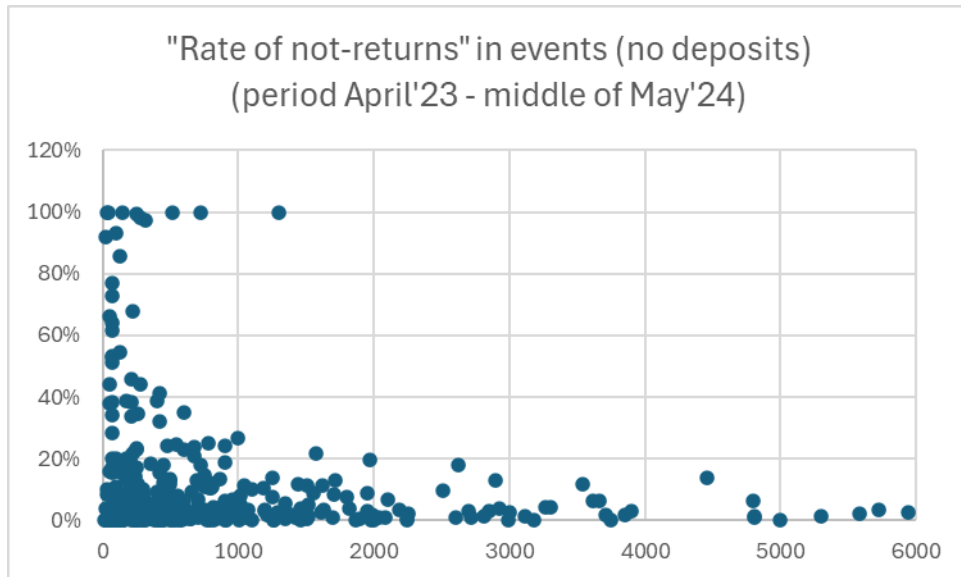
Total loss-rate 11%



Ringo full tracking reports. NO DEPOSIT events.

Total 457 different orders
from 36 bigger events and 171 smaller events
total 751 000 pieces delivered
Period 01.04.2023 – 15.05.2024

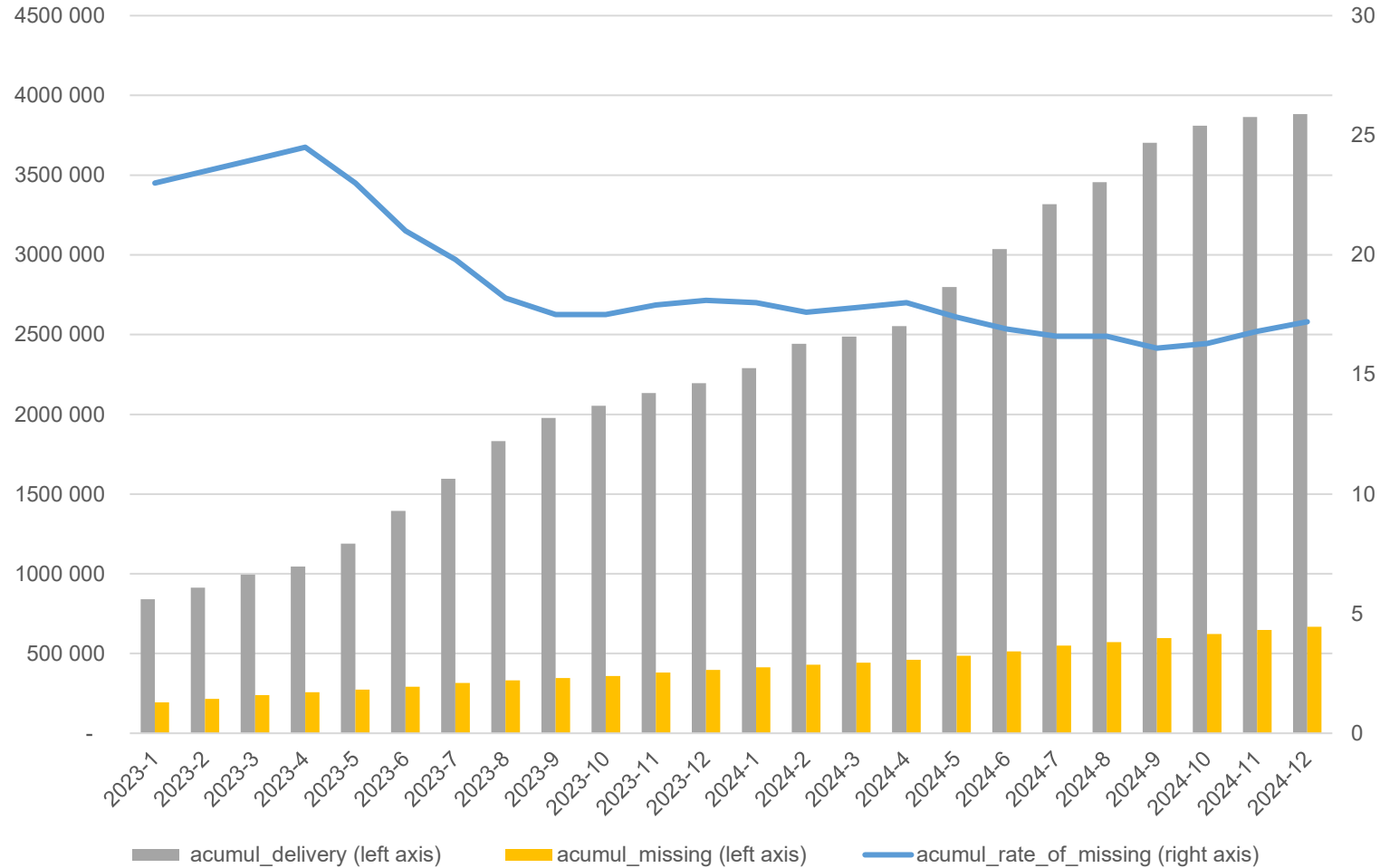
Total loss-rate 4%



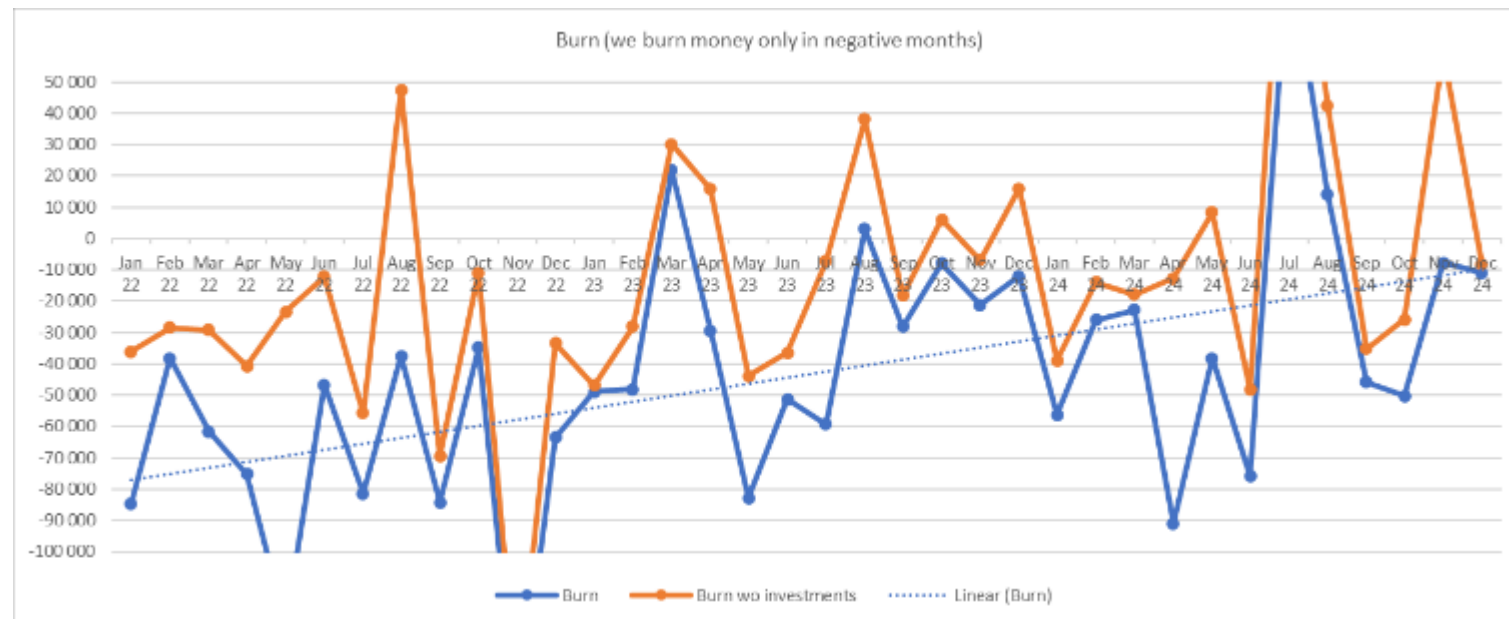
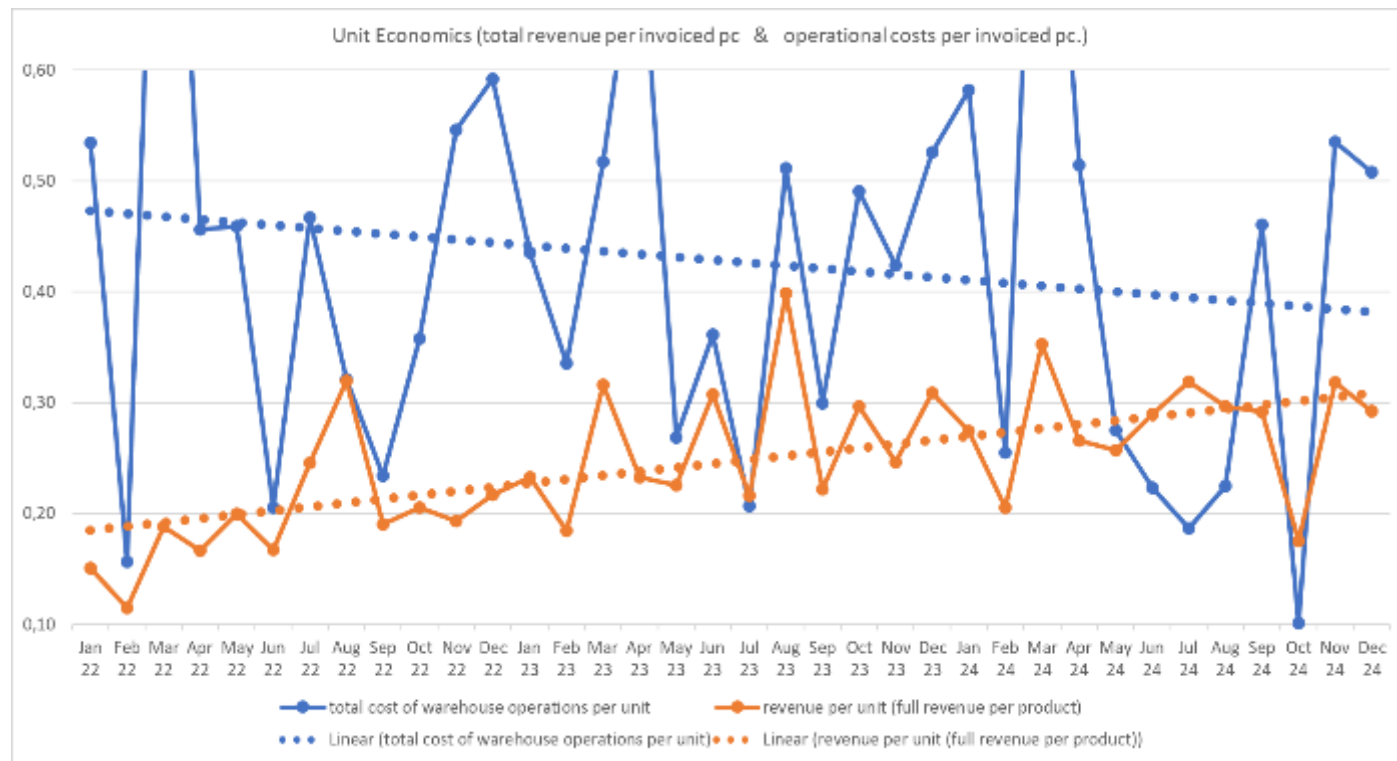
“Examples of bad practices from events”

- **Food provider offers single use or reusable plate/cup, but confirms that they don't wash it later**
Popular in several variations. Food provider can buy reusable cup for 0.3 eur, but use 1 eur deposit and does not care what happens later, if they see that half of people do not return.
- **Food provider adds deposit to a cup but says that deposit is non-refundable. But asks to return**
Same logic is used also conditionally, depending how strongly consumer demands money back
- **Person who returns deposits during event, leaves the event, because they ran out of cash**
Several examples: sometimes volunteers, sometimes organiser, sometimes even provider of reusables (competitor)
- **Food provider signs contract with washing centre for their own cups**
(as evidence that they use wash service), but in practice they never bring anything to washing
- **Organiser running themselves cash-based deposit with very high deposits (rock concerts).**
No practical need for so high deposit. It's a new way for profiting for organiser.
Usually not fully refundable, but partly. (Pay 3 eur, get 2 eur back or pay 2 eur, get 1 eur back)

Acumulated loss-rate of packages

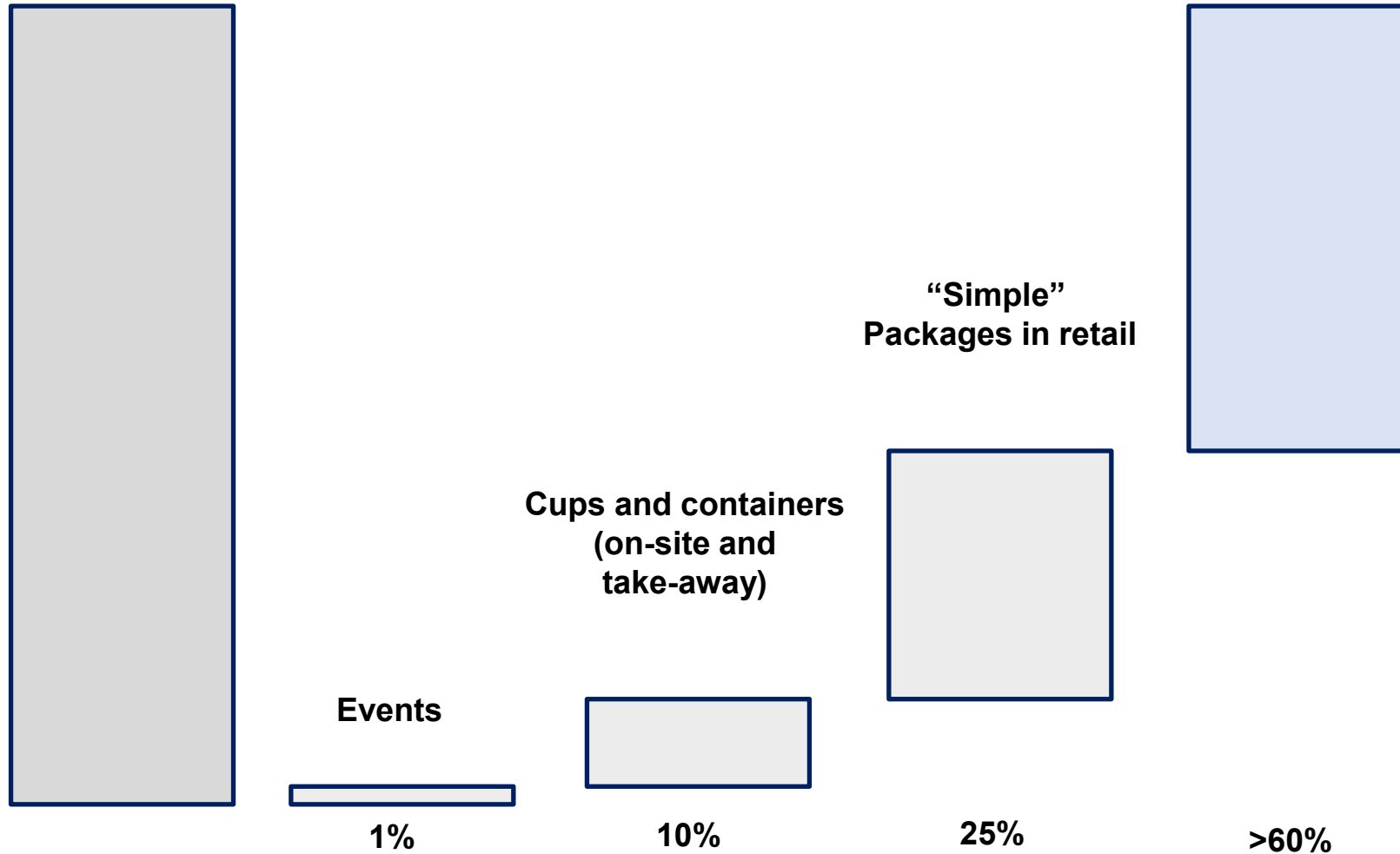


We can say that historically accumulated around 15% of packages is lost until today. We have a lot of evidence that consumers prefer to keep them at home, instead of returning, because our deposit is smaller than similar new package from retailers shelves. But our ability to increase deposit is limited to restaurants client segment. We would loose many (maybe most of them), If we would increase deposit from 1 eur to 2 eur. We are working on this issue



Potential of reusables in next 10y

All plastic food packaging waste



SOME EXAMPLES OF POTENTIAL CONVERSION TO REUSABLES



Examples, where washing is 2-5x cheaper then buying new package

First corporate clients today pays for higher price, then consumer...





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COOP

Rimi



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QR is the
cheapest way to
scale. Thousands
of returns per
minute.



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Thank you