



packalicious

The learning community
in sustainable packaging

Inspiratiesessie Kansen met Concentraten

15 januari 2025

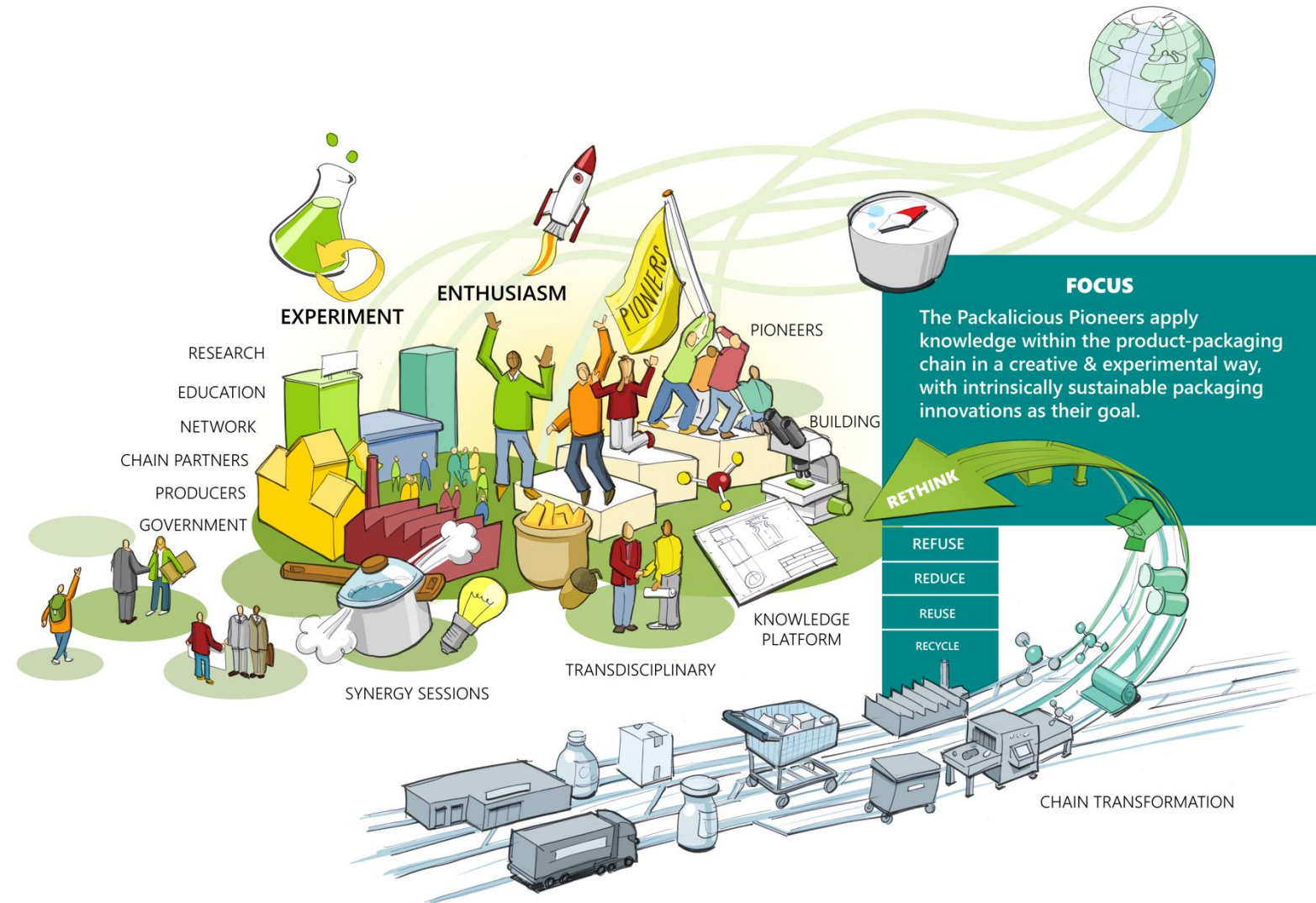
Facilitator: Hilde Beugelink, SUPZero
KIDV: Petra Veen, Charissa Koolen

Disclaimer

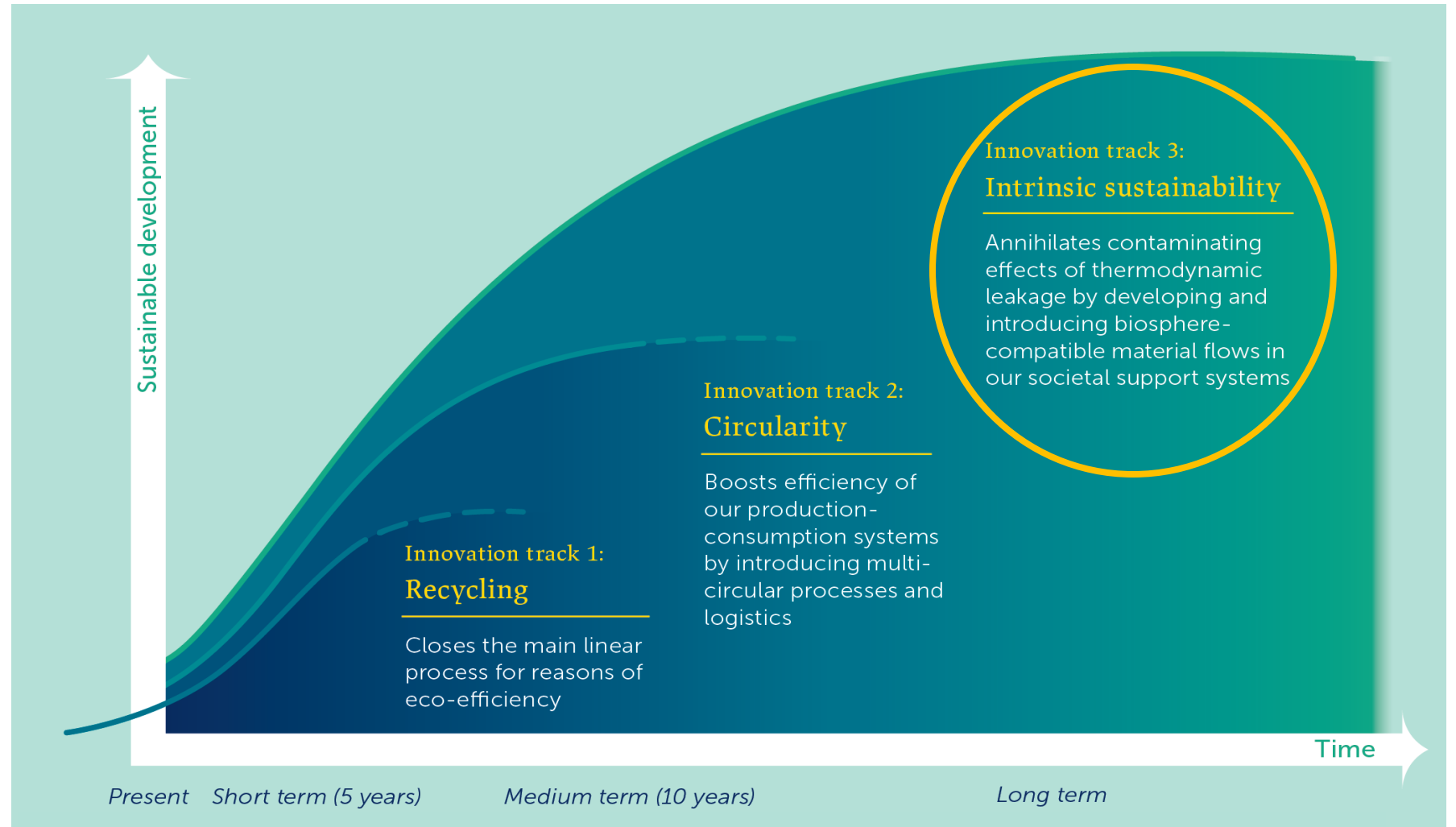
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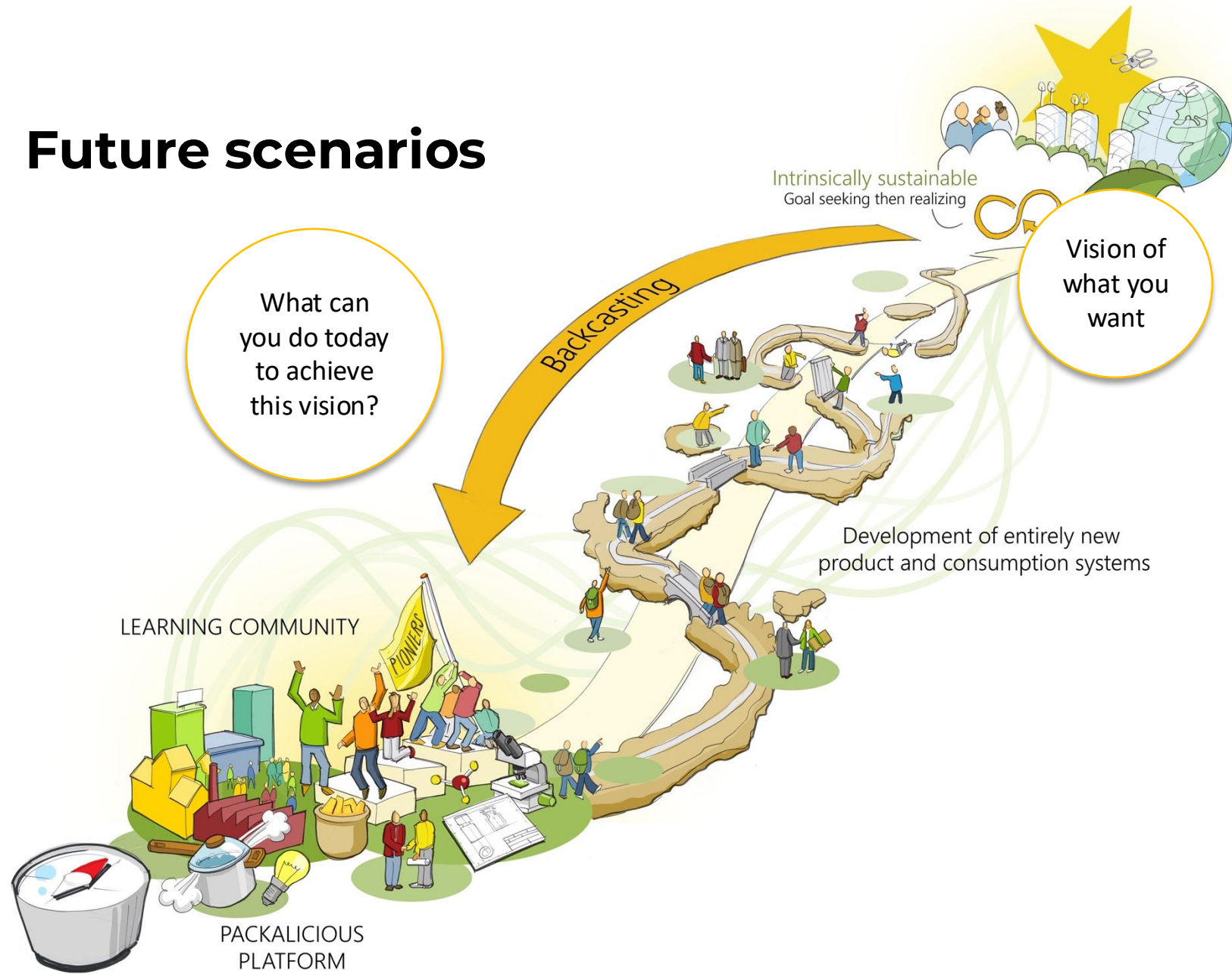
Learning Community in Sustainable Packaging



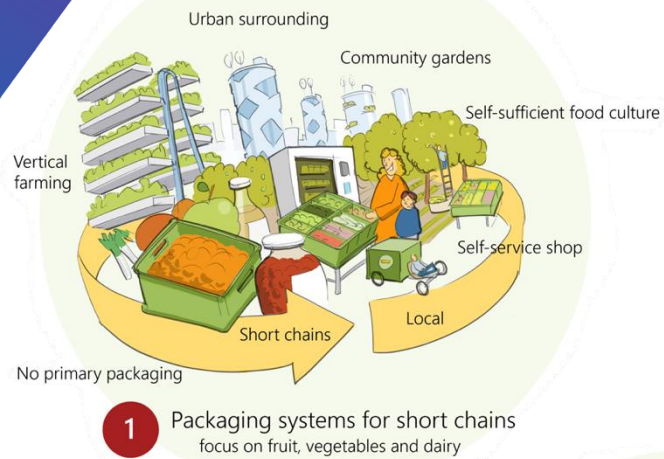
Intrinsically sustainable packaging



Future scenarios



Future tables



Explorers Mindset is key for change

Learnings of improv entertainer Michel Verheijden



- Our brains do not like change...
- We sabotage our own capacity for change
- NO to change: Instinctively we Fight, Flee or Freeze
- Invitation: How to say YES to change

Dealing with insecurity 1

In case of insecurity

- >we (over)Think
- >we fill in the blanks
- >with wrong assumptions
- >to quickly eliminate the insecurity



We tend to think it's impossible because....
We think!

What helps:

- Being open, transparent, communicate enough, ask questions, explore!
- Find a common WHY for the change

Dealing with insecurity 2

In case of insecurity

- >we like to make a plan
- >to create safety
- >to keep control and avoid change
- >plans eliminate space for change



What helps: Creating space!

Listen, to get inspired

Be curious to ideas of others

Let go of pre-assumptions, the will to convince others

Autonomy

Dealing with insecurity 3

In case of insecurity

- >we love a proper execute the plan
- >we strive to avoid mistakes/ flaws
- >our focus on faults
- >quickly leads to disapproval / judgement
- >again, the NO mindset



What helps:

Say YES! Open up for new ideas.

In brainstorming react with Yes, and...

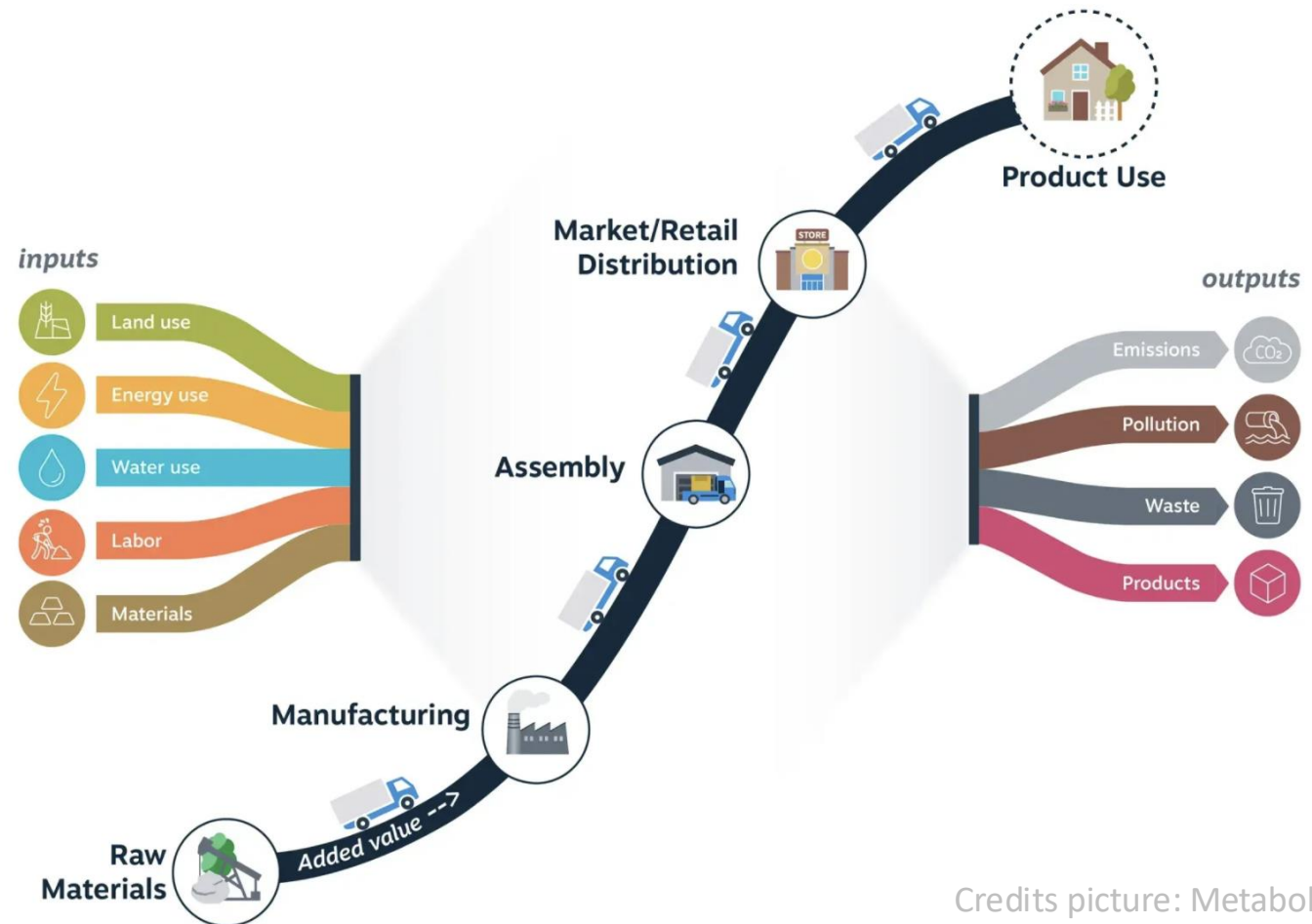
Experiment; a safe small space to try and succeed by trial and error

Then: Scale up

Chances with Concentrates

- Environmental impact factors for concentrates
- Advantages
- Back to the future
Convenience
- Successful (new) companies in concentrated products
 - Examples

Environmental impacts for concentrates



Advantages

- Emissions avoided; Transportation of water
- Packaging avoided (high barrier)
- € money saved
- Light weight for large quantities
- Longevity of the product



Back to the future

Convenience



Justin Sullivan/Getty Images



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Examples

**Food & Non-food
concentrates**

Carvan Cévitam, hyperconcentraat



Plantaardige dranken / 'zuivel'



Tandpasta tabletten, mondwater tabletten





Solid Facial Oil (Lush)





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Case

Naïf Waterless

Naïf Waterless

KIDV Showcase



NAÏF

Product & Impact Proposition

Taking care of your baby goes hand in hand with taking care of the planet

Waterless refills are *a leap towards a greener future*, changing how parents care for their babies and transforming the industry

By eliminating the need of excess water in transportation, we *reduce carbon emissions and plastic waste*, and contribute to a healthier planet



Product & Impact Proposition



- Wash products contain >80% water
- With smaller packaging we can transport more products at the same time = fewer trucks



- In 20 years there will be 50 kg of plastic on every meter of the coastline
- 44% of plastic is used for packaging
- ±40% of all plastic products are thrown away within a month



- The good: good price/quality, convenience, easy to use (fast refilling, lightweight) & hygienic
- The bad: inconvenience, poor quality packaging, hassle to use and store, refill does not work



Overcoming Challenges

Increased time to market

Maintaining product quality

Supply chain complexity

Selling empty bottles?



Meaningful Change, Measurable Impact!

By using Naïf Waterless bottle and 4 refill powders, you will **save 64% CO2 per year** compared to using 5 Naïf tubes of 200ml (made from recycled plastic).



* The average parent buys shampoo for his/her child 5 times a year (Source: Naïf survey N=500). These figures are based on both shampoo refills and bottles.

Consumer Feedback & Validation

The Good

- Sustainability
- Portability
- Ease of use
- Product effectiveness

Areas for improvement

- Value & quality perception
- Product texture & consistency



Next Steps

Closely monitor customer feedback

Optimize products for ease of use
and durability

Dealing with water quality

Working together with retailers



We help all parents to take good care,
without worry



Thank
you!

NAïF





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Case

ZoSchoon

Welcome to ZO.

The Power of Concentrates



A woman with dark curly hair, wearing a white t-shirt and a blue cardigan, is smiling and looking towards a man. The man, with short dark hair, is wearing a blue cardigan and is gesturing with his hand while speaking. They are in a room with a lamp and a window in the background.

ZO this is who we are



Vision

ZO makes the world a little cleaner by enabling users to effortlessly and collectively maintain a clean environment.

Mission

We're replacing cleaning with maintaining: simple, sustainable, and accessible for everyone. Maintaining cleanliness is as easy as brushing your teeth.

is a B Corp

At ZO, we believe we can do more than just create and sell products. Our mission is to minimize negative impact and maximize positive change. That's why we're truly proud to be part of the B Corp community.



Never cleaning again

ZO the cleaner choice

Everyone loves a clean home. Right? But cleaning? That's no one's favorite. That's why, at ZO, we do things differently. We're done with cleaning. Instead, we're shifting to keeping things clean. It's a new habit, and anyone can do it.

We promise you a clean home—no bucket, no suds, no hot water needed. All you need are our sprayers. Sounds simple? That's because it is.

This is how we do it.

We're moving to a new habit: keeping things clean. Think of it like brushing your teeth. If you clean everything right after you use it, you're maintaining cleanliness. And you do that with our sprayers and foamers. Don't hide them away; keep them visible. That way, you'll use them more often—day in, day out. There's one for every space, perfectly paired with a matching cloth or pad. By keeping things clean, you'll enjoy a fresh and hygienic home every day, and your belongings will last longer too.



Our Challenge

From **Cleaning** to stay **clean**

Always **Clean** – from Dirty to Clean

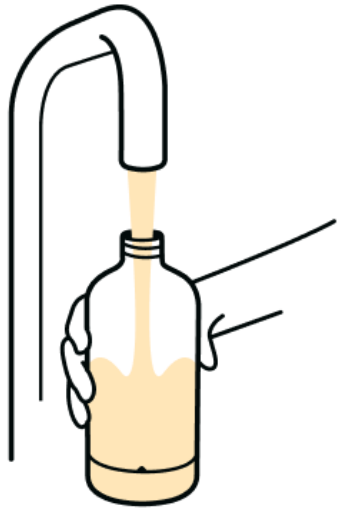
More **Time** – from Time-Pressed to Time-Saving

Safe and **Easy** – from Scrubbing to Spraying

Sustainable – from Waste to Savings



Why concentrates



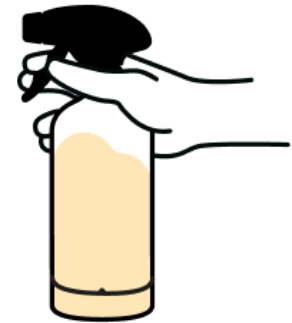
Sustainability

Less plastic, waste, transport and lower CO₂ emissions



Cost Savings

lower storage, packaging and transport costs



Flexibility

Always ready to use, easy to store

no wastage...



never too much



no transport



no waste



less energy



time saving



less money



**Ready-to-Use = convenient
but expensive and unsustainable.**

Manage waste by preventing it and taking responsibility for its reuse.



Our challenges...

R&D Challenges

- Achieving the perfect balance between high concentration, user-friendliness, and safe ingredients.
- Conducting extensive testing to develop leak-proof and functional packaging.

Production Challenges

- handle smaller volumes
- Implementing recycling solutions for packaging to minimize environmental impact.

Marketing Challenges

- Persuading consumers to shift from traditional large bottles to compact concentrates.
- Introducing a new habit.
- Communicating how it works in a clear and simple way, avoiding complexity and adopting a new routine of keeping it clean.

Increase customer acceptance

Education and communication

- Clear instructions on usage (e.g., videos, step-by-step guides).
- Transparency about impact: show how much plastic, CO₂, and space they save.

Incentives and partnerships

- Collaborations with large players like kitchen companies, lotteries, and professional cleaners to build trust.
- Rewarding customers for reusing bottles or participating in sustainability programs.

Changing the norm

- Making concentrates the new standard in the industry through broader adoption and collaboration with other manufacturers.

“Together, we can make concentrates
the new standard. Let’s make cleaning
simpler and more sustainable for
everyone.”

Bert Groen

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- What is the thing/ solutions you are most curious about?



Chances for marketing with Concentrates

- What could working with concentrates do for your brand?
- What market advantages do you see?

duurzame uitstraling
klein en krachtig visueel aantrekkelijk
uniek selling point pionier in prof cosmetica
andere klantgroep erbij mooie verpakking reuze
groener imago kleiner magazijn klantenbinding
lichter gewicht voor klan efficiënter indelen
betere reputatie duurzame perceptie houd het simpel
esg doelen halen minder schapruimte nodig echte impact helder
customer loyalty less transport klantbinding
prijs per use makkelijk op te bergen
zuinig in gebruik lagere prijs garanderen
goed gevoel verkopen
growing new market

Follow Up

- Future tables: 5 angles; interaction and inspiration
- How to capture chances with concentrates for your brand?
- Added knowledge of reknown institutes: Environmental benefits and ESG claims, Market opportunities and production of concentrates.
- Possibilities for collabs round pilots/action research/R&D
- Independent experts that facilitate the process and knowledge sharing.



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Thank you for joining!