

# CLOSING THE LOOP FOR PERSONAL CARE

Reusable Packaging  
in Germany Webinar

SEA ME GmbH  
André Lang-Herfurth  
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**SEA ME®**

MAKE A DIFFERENCE

HANDSEIFE  
MEERESMINERALIEN  
MEHRWEG-PFANDE-FLASCHE



**SEA ME®**

MAKE A DIFFERENCE

SPÜLMITTEL  
ZITRONENTHYMIAN & MEERESMINERALIEN  
MEHRWEG-PFANDE-FLASCHE



fritz-kola



HAMBURG

**fritz-kola®**

# WITH OUR OWN BRAND "SEA ME" WE HAVE ESTABLISHED A NATION WIDE DEALER AND COLLECTION NETWORK



## SEA ME

- pioneers infrastructure,
- delivers proof of market,
- pilots new categories and containers.

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Products sold conventionally  
(+ €0.50 deposit).

Empties returned at  
participating retailers.

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PFANDTASTISCH:  
ALLES PFLEGE. ZERO WASTE.



RÜCKGABE UND KOLSO PFANDERSTATTUNG  
AM PFANDAUTOMATEN HIER IM MARKT!

SEA ME



## SEA ME

- pioneers infrastructure,
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After one year, our network covers  
900 stores in Germany and Austria



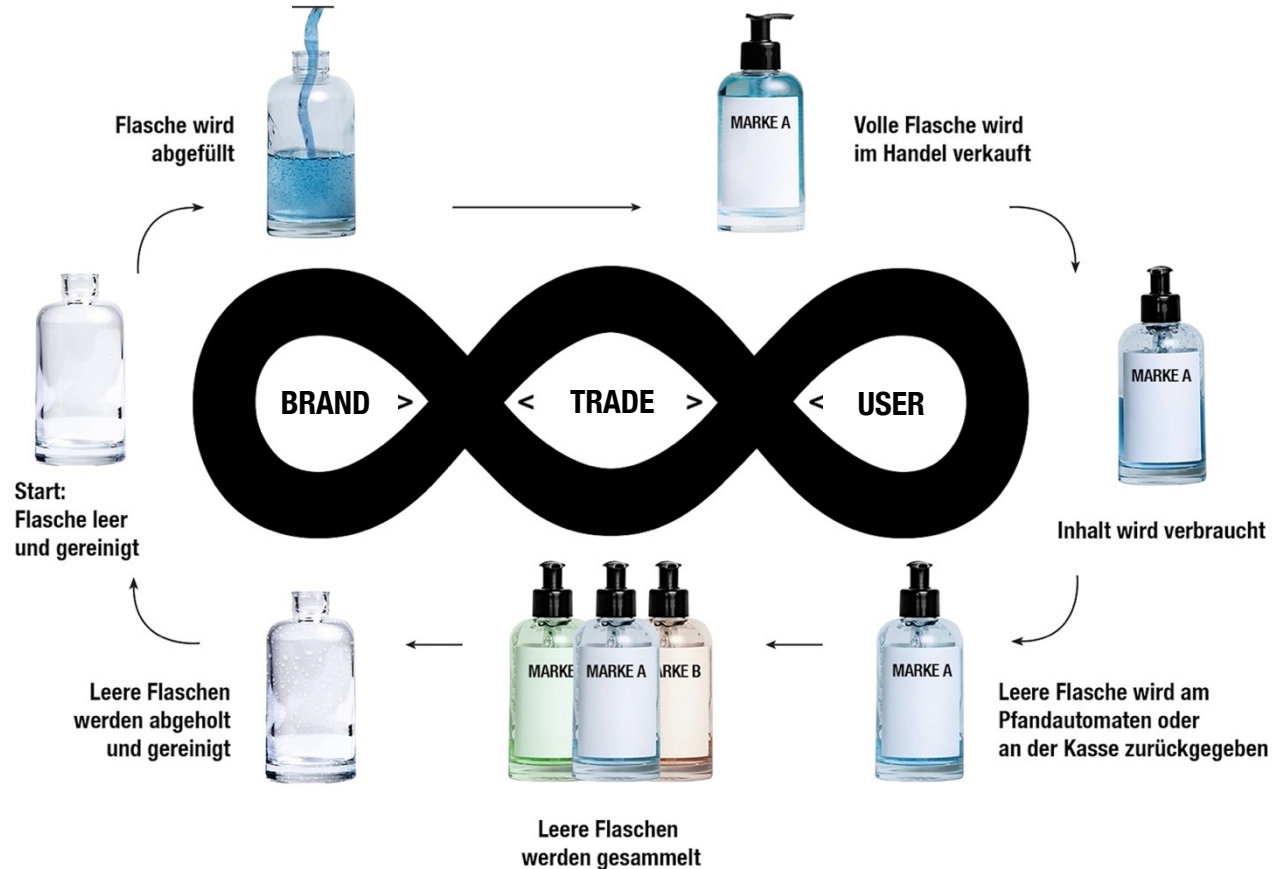
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# WE ARE BUILDING A VALUE CHAIN WITH THE POTENTIAL TO BECOME ZERO WASTE ... FOR AN ENTIRE INDUSTRY



# IN THE SHADOW OF SEA ME, WE LAUNCHED „ZEROOO - THE REUSABLE PACKAGING SYSTEM FOR PERSONAL CARE“



In a pay-per-use model per container, we are giving brands access to the zerooo infrastructure.

# IN THE SHADOW OF SEA ME, WE LAUNCHED „ZER000 - THE REUSABLE PACKAGING SYSTEM FOR PERSONAL CARE“



In a pay-per-use model per container, we are giving brands access to the zero00 infrastructure.



Users return empty containers at the established network, like SEA ME bottles at the beginning.



# IN THE SHADOW OF SEA ME, WE LAUNCHED „ZER000 - THE REUSABLE PACKAGING SYSTEM FOR PERSONAL CARE“



All pooled containers are recognizable via the the three oos on each container.

In a pay-per-use model per container, we are giving brands access to the zerooo infrastructure.



Moving forward, we scale the model with ever more retailers and brands.

# MAKE A DIFFERENCE

**SEA ME®**

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**zer000**

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