

**PUUR**  
Bezorgd

---

*Verpakkingsvrije boodschappen*



Morrisons MARKET ST  
**CELERY**  
Enjoy for longer when kept in the fridge. Wash before use

12 JAN  
2016/1/11

Morrisons MARKET ST  
**WILTSHIRE CABBAGE**  
Enjoy for longer when kept in the fridge. Wash before use

Morrisons MARKET ST  
**RADISHES**  
At home, best kept in the fridge. Wash before use

Morrisons MARKET ST  
**BABY PLUM TOMATOES**  
Enjoy for longer when kept in the fridge. Wash before use

12 JAN  
20-30mm  
250g e  
08 15

Angelle  
Morocco  
Class I

5 010251 724728

Morrisons MARKET ST  
**GRAPES**  
Enjoy for longer when kept in the fridge. Wash before use

14 JAN  
Tawny  
South Africa  
Class I

5 010251 748199

Morrisons MARKET ST  
**CUCUMBER**  
Enjoy for longer when kept in the fridge. Wash before use

5 010251 733911

Morrisons MARKET ST  
**CLOSED CUP MUSHROOMS**  
Enjoy for longer if kept in the fridge. Wash before use

Display until:  
**13 Jan**  
Lancashire U.K.  
Grown by  
Kenny Drinkwater  
**300g e**

0438/DKM  
Wm Morrison Supermarkets PLC, Gains Lane, Bradford

5 010251 733911



# Problem

**82 - 91%** of the consumers would like to reduce their personal plastic waste<sup>1</sup>.



<sup>1</sup>PWC, 2015 & Earthwatch, 2019





€2.00  
€1.8  
€2.30  
€2.95  
1.0  
TAMA  
POMPH  
1.25  
ZONN  
0.35

0.25  
0.25  
0.25  
0.45  
0.47  
0.65  
0.68  
0.5  
0.19  
0.45  
0.20  
0.21  
0.22  
0.23  
0.24  
0.24

€1.39  
33

€0.73  
€0.39  
€0.40  
€0.41  
€0.62  
€0.42  
€0.54  
€0.43  
€0.34  
€1.45  
€0.46  
€0.48  
€0.54  
€0.47  
€0.48  
€1.19  
€1.50  
€1.51  
€1.52  
€1.53

100%  
WAT WIL JE ETEN?

WRAP  
€1.50

1. 1 wrap  
2. 1 wrap met kaas  
3. 1 wrap met kaas en tomaat  
4. 1 wrap met kaas en tomaat en sla

€1.50

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2. 1 wrap met kaas  
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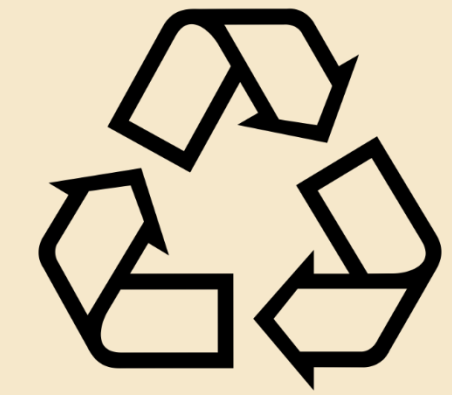
€1.50



# Problem

Use of plastic packaging grows by 3% every year. Less than half of these packages are recycled, the remaining is incinerated or ends up as litter<sup>1</sup>.

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Even with 100% recycling,  
1 kg plastic emits 3,15 kg CO<sub>2</sub> eq.  
over its lifetime<sup>2</sup>.



<sup>1</sup> EY-Partherson 2019 <sup>2</sup> Nature Journal of Climate Change, 2019

# ECOVENIENCE

Eco-friendly & Convenient



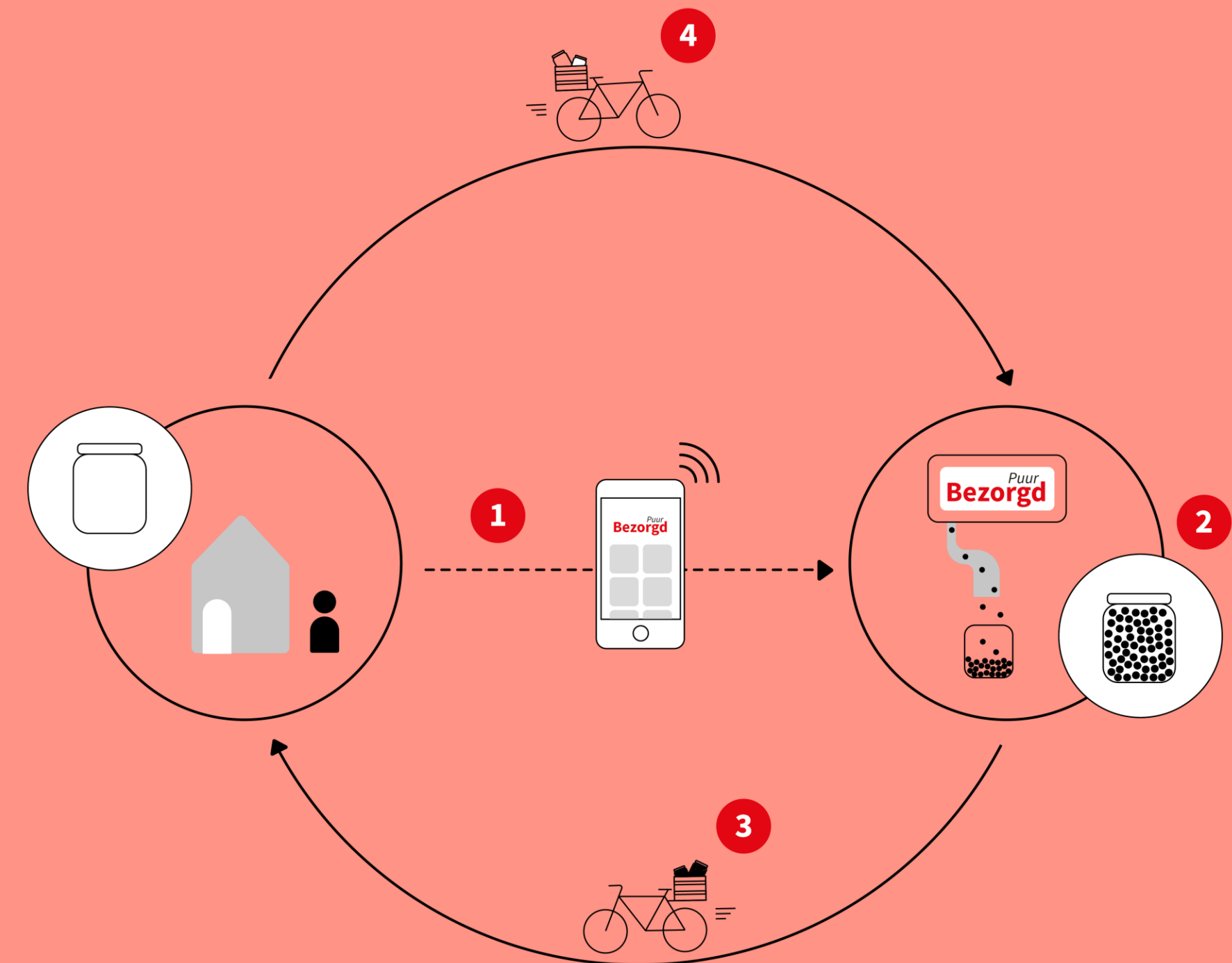




# The solution

Bring 'ecovenience' to grocery shopping:  
eco friendliness and convenience combined

1. You order your pantry groceries online, via mobile or desktop
2. We have all groceries in bulk, which we use to fill reusable packaging
3. We bring the products to your home
4. Next delivery, we take back the empty packages, to wash and reuse them







10023

Vanilla  
Füllung

10025

10027

Vanilla  
Füllung

10028

Vanilla  
Füllung

10029

Vanilla  
Füllung

10030

Vanilla  
Füllung

10031

Vanilla  
Füllung

10032

Vanilla  
Füllung

10033

Vanilla  
Füllung

10034

Vanilla  
Füllung

10035

Vanilla  
Füllung

10036

Vanilla  
Füllung

10037

Vanilla  
Füllung

Hoch  
1002

blau  
1002

1002

Amandel  
10002

Gonjessen  
10026

1002

1002

KIKKOMAN



# Product portfolio now

205 easy to handle product types

## **BULK GOODS**

46% buys online to prevent carrying heavy groceries  
ING, 2015



## **NON-PERISHABLES**

70% do not wish to buy fresh fruits, vegetables and meat online  
ING, 2018



## **NON-FOOD**

60% of products sold online are personal care & household products  
Nielson, 2015





**ONE-STOP-SHOP**

**BY 2025**



**20% LESS PACKAGING**  
**95% RECYCLABLE**

CBL goal 2025



**80% REUSABLE**  
**100% RECYCLABLE**

**OUR GOAL 2025**



**WHAT DO CONSUMERS THINK?**





**Zero Waste Nederland** voelt zich 😊 enthousiast.

15 januari om 07:30 · 🌐

Zero Waste - Verpakkingsloos thuis bezorgd?!

Dit is serieus goed nieuws. De jongens van Puurbezorgd zijn dit jaar (dus echt nét een week geleden) gestart met hun nieuwe initiatief: onverpakte biologische boodschappen zo aan huis bezorgd.

Ja echt. De pilot loopt in Rotterdam, en als dat succesvol is komt er nog een stad, en dan... heel Nederland? ... Meer weergeven



👍❤️ 486

42 opmerkingen 86 keer gedeeld



**Danielle Brockman** Wauw wat gaaf bedacht! Dat zou ik hier in Emmen ook wel leuk vinden! 😊

👍 3

Leuk · Beantwoorden · Chatbericht · 4 d



**Rosa Nederhof** Onwijs tof. Kom alsjeblieft ook naar Utrecht 😊

👍 4

Leuk · Beantwoorden · 2 d



**Louis le Duc** Nog een stad?! Kies Breda! 😊 Aron?

👍 2

Leuk · Beantwoorden · 2 d



**Nynke Bakker** Jammer dat er in Dokkum niet is

👍 2

Leuk · Beantwoorden · 2 d



**Lisa Everts** Eindhoven!!! 👍 1

Leuk · Beantwoorden · 2 d

oenteboer weer aan

👍 6



**Mirjam De Vries** Op naar Eindhoven jongens! Ik zeg super goed initiatief

👍 1


Leuk · Beantwoorden · 2 d



**Sara Félix Gomes** Haarlem alsjeblieft!

Leuk · Beantwoorden · 21u





Minder afval

Bezorgdienst voor boodschappen zonder plastic

RTLnieuws



**1,720**

**customers on waiting list**





**Proprietà  
Protegr**

# What is next

Become a certified co-packer and start a crowdfunding in the next 6 months

## **CROWDFUND IN THE NETHERLANDS**

Presale of starting packs and loans  
for fans of the product



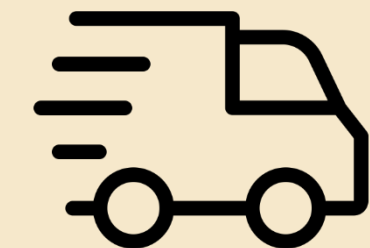
## **BECOME A CERTIFIED CO-PACKER**

Acquire FSSC22000 certification to be able  
to work with FMCG's



## **NATIONAL DELIVERY SERVICE**

Via Fietskoeriers.nl & UPS





# And then

National and international expansion

**Dec 2020**

600 orders/week

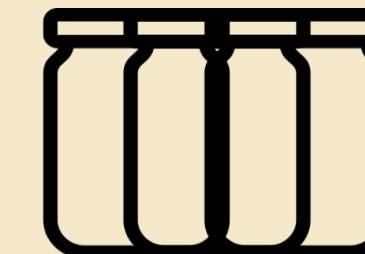
National delivery service



**Dec 2021**

3,000 orders/week

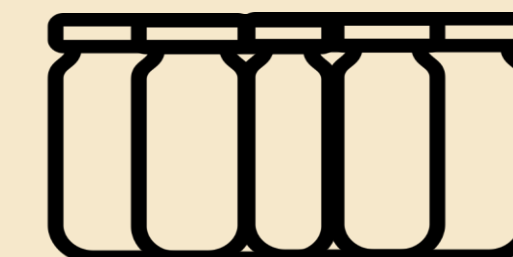
Expansion to Belgium



**Dec 2022**

10,000 orders/week

Expansion to Germany





# Your support

Increase product portfolio

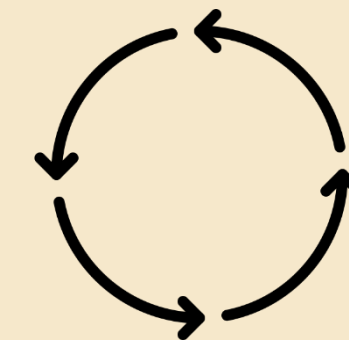
Deliver your products in bulk

We will take care of the packaging



**Use reusable packaging**

We will clean it and ship it back to you





Clear Channel  
3610008  
**pie  
ter  
pot**

Jouw boodschappen,  
verpakkingsvrij,  
aan huis bezorgd.

Dat is lekker.

Bestel ze online  
op [pieter-pot.nl](http://pieter-pot.nl)

Clear Channel  
3610008  
**pie  
ter  
pot**

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