2030
100% of our packaging will come from recycled or renewable material
The plastic challenge

Planet – what is happening?

- Every year more than 320 million tons of plastic is used. Packaging accounts for 40%.
- 50% of plastic is used only once
- 99% of all plastic is based on non renewable resources
Packaging strategy

We need to increase recycling and swop to renewable materials in our plastics
Packaging strategy

- By 2030 only use renewable or recycled materials in our packaging
- Strive for 100% recyclable materials
- Less negative impact on the environment but still maintain quality and freshness
- Continuously development - weight reduction and down-gauging
- Remove all aluminum
- Phase out metalized barriers
- Use more recycled elements for indirect materials in the production
- Optimize packaging structures - min 97% filling rate on pallets
Packaging strategy
Towards a fossil free packaging future

2020
Enable a replacement of fossil based plastics in all our packaging

2025
We will launch our first package made from 100% renewable material

2030
100% of our packaging will come from recycled or renewable material.
Preferably a local resource, i.e. wood/cellulose
All our materials shall be recyclable.
In order to reach that we need an international system level change with infrastructure and collaboration in the eco system.
Packaging history

1993
Löfbergs is the first producer in Europe to remove aluminium in our packaging.
It has saved 1700 tons of aluminium = 100 millions of 33 cl cans so far.

2015
Our ice coffee assortment is packaged in CartoCan, a cardboard can.

2016
PLA capsules for the Nespresso system®

2018
Replacing parts of the non renewable plastic in our packaging to Green PE.

2020
Implementing Green PE in our whole bean bags on the Danish retail market.

2020
Implementing OPP / Green PE for our grounded coffee bags on the Danish retail market.
Today 67% of all the packaging material we buy at Löfbergs are biobased or from a recycled source.
Packaging strategy

The technical stuff

Surface layer (print) with high barrier coating

Sealant layer

Fossil resources

Renewable resources
Only 9.3% of natural resources are recycled

- 67.4% is dispersed into the environment as unrecoverable waste.

(2015 Global resources)
Packaging from renewable resources

Peter Larsen Kaffe, whole beans

From June we will implement Green PE in our whole beans.

• 53% biobased plastics

• A total reduction in CO2 of 29.563 kg per year*

• 227.500 km in a regular petrol car per year*

* Calculations made on figures from the producer, based on sales in 2017.
Packaging from renewable resources

Löfbergs Professionell

In 2018 we replaced conventional plastic with renewable feedstock:

• Packaging is 51% biobased

• Reduce our carbon footprint by 23%*

* Compared to replacing the conventional plastic in our packs with renewable feedstock
Packaging from renewable resources

Vacuumed coffee.

In 2018 we replaced the conventional plastic with green PE:

- Biobased plastic 44%
- Total package is 57% biobased
- Reduce our carbon footprint by 31%*

* Compared to replacing the conventional plastic in our packs with renewable feedstock
Packaging from renewable resources

Peter Larsen Kaffe, grounded coffee

In 2020 we will change our grounded coffee bags to OPP/Green PE, 99% recyclable.

- 50% biobased plastics
- 23% less climate impact*
- 15% less use of plastics*

* Calculations made by ITU
Det her er Søren – Søren elsker aluminium. Som mange andre laver han hatte af det. Men han er bange for, at alt aluminiumet i fremtiden bliver brugt på kaffekapsler – og hvad skal Søren så lave sin hat af? Hjælp Søren – køb biologisk nedbrydelige kaffekapsler fra Peter Larsen i dag, og sørg for at aluminiummet bliver brugt der, hvor det bør – på hovedet og ikke omkring kaffen! #signejtilaluminium
Vores kapsler af bioplast er fulde af den bedste økologisk kaffe fra højtliggende kaffemarker i Latinamerika. Bønnerne er slowroasted, så de får den bedste smag og aroma.

Vi er stolte af vores biobaserede kaffekapsler, der er helt fri for fossile brændstoffer.

Sorter dem fra som restaffald, hvor de indgår som en grøn energikilde.

#peterlarsenkaffe #plastikkaffekapsler #økologi #økologisk #plantebaseret #noplastic #plasticfree #organic #kaffetilfolket #nespressokompatibel
KAFFEKAPSLER AF BIOPLAST

Kaffeekapsler er et stort problem, da de ofte føres om i naturen og skyldes at de ikke er forurensningsfrie. Mange af dem består af plast, der kan være svært forurensende for naturen. Derfor er der en tendens mod at udvikle bioplastik-ekskisterer, der kan forbrændes uden at forurende naturen.

SORTERING

Vær opmærksom på, at du ikke bør kaste kaffekapsler i naturen. De skal altid bortskaffes via den professionelle kaffeejendom.

PLANTEBASEDE PLASTIK

Plantebaserede plastik er en ny teknologi, der er blevet udviklet. De er almindeligt<k>

Peter Larsen
Kaffe
2030

100% of our packaging will come from recycled or renewable material

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