

DUNI
GROUP | The Architects of Dining

Great to be here

2024

idun™

TOGETHER
TOWARDS
CIRCULARITY

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**Let's
untrash
the
world.**

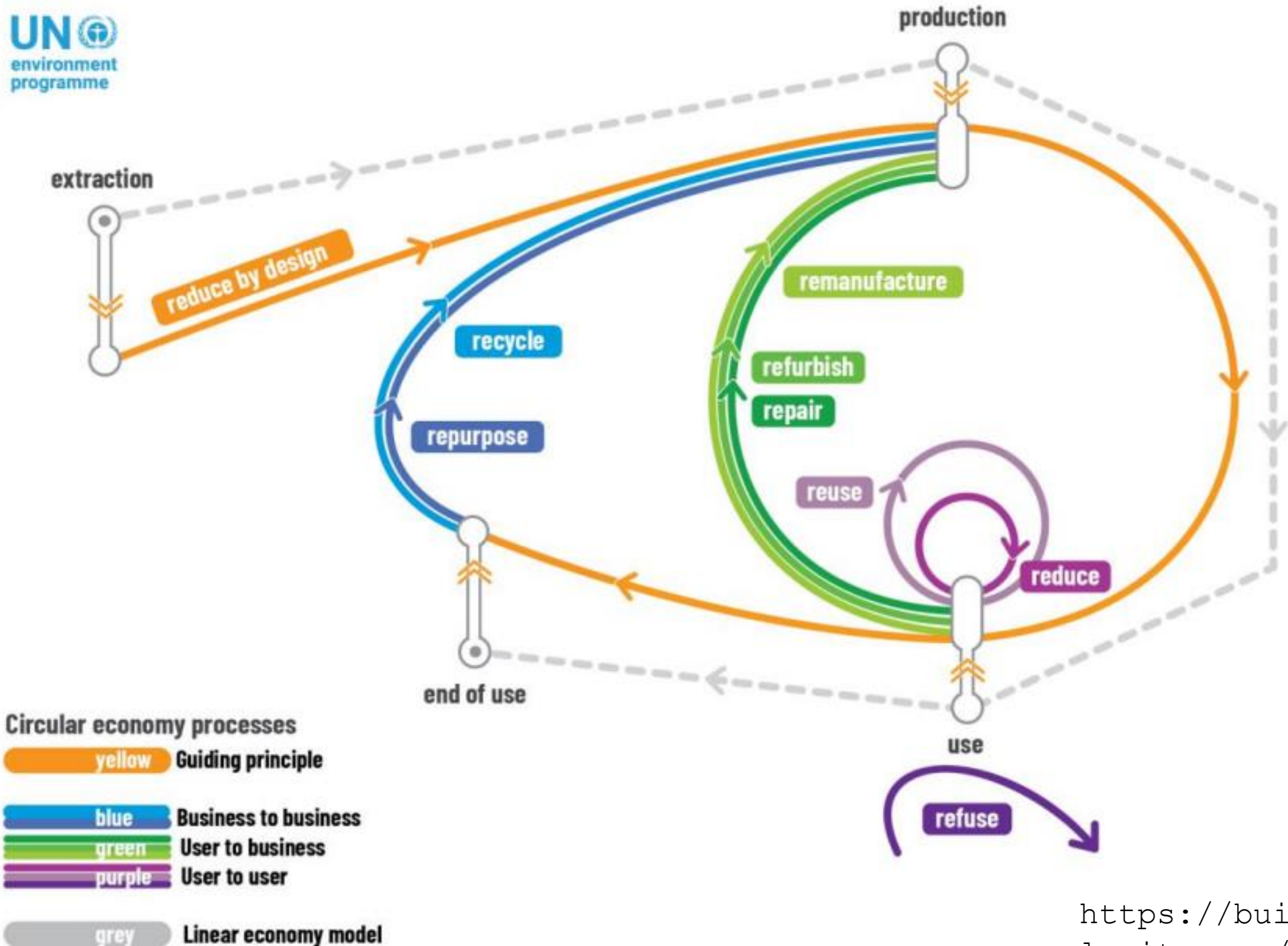
INTRODUCING THE NEW CLEAF
SYSTEM BY DUNI POP

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Circular economy legislation
is still in its
development...

Circularity; a journey of change
– not a destination in itself.

Circular products vs circular systems



- Circular economy processes**
- yellow Guiding principle
 - blue Business to business
 - green User to business
 - purple User to user
 - grey Linear economy model

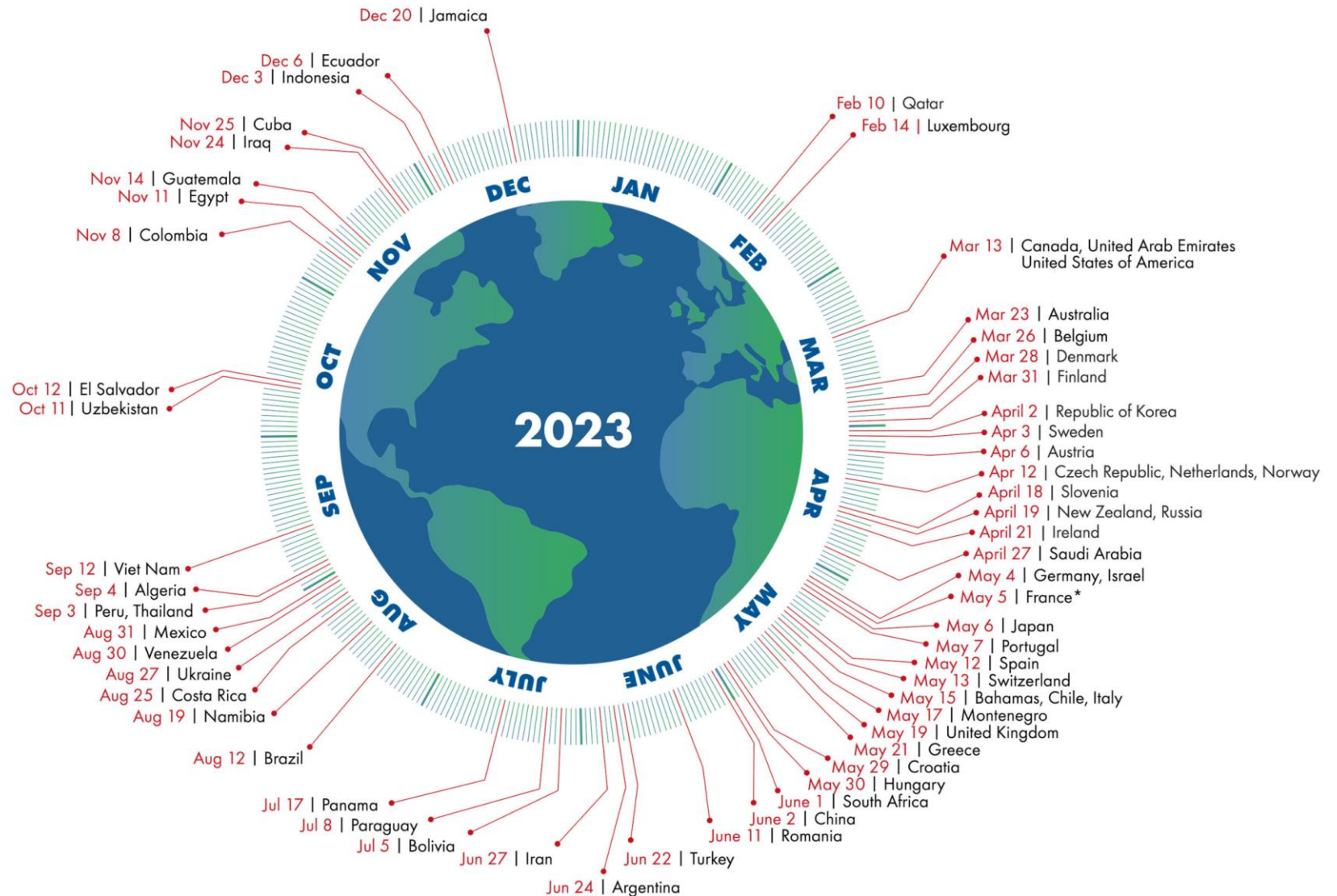
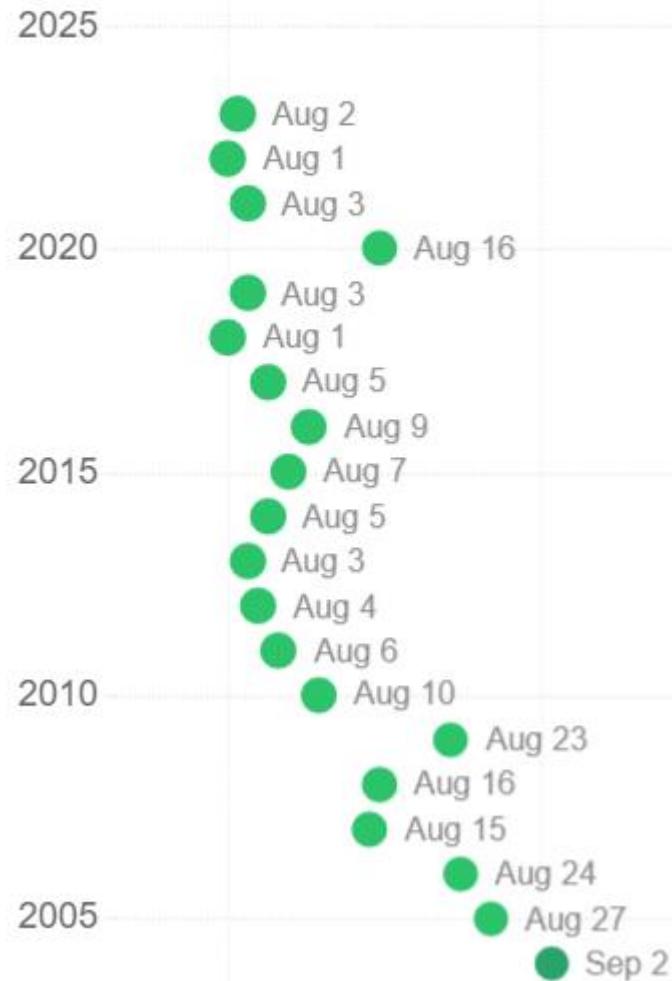
We focus on keeping products, materials,
and resources in use for as long as possible. Designing
products for reuse, repair, remanufacturing, and recycling.
With the entire lifecycle planned from the beginning.
Everything we do is about reducing waste, conserve
resources, decrease environmental impact, and create new
revenue streams.

- 01 Reduces waste
- 02 Minimizes environmental impact
- 03 Control product flows
- 04 Creates new revenue streams
- 05 Full circular-ready assortment
- 06 Cuts costs
- 07 Builds brand loyalty
- 08 Improves user experience
- 09 Gathers intelligence
- 10 Optimizes operations
- 11 Adapts to individual needs

Country Overshoot Days 2023

When would Earth Overshoot Day land if the world's population lived like...

Global overshoot day



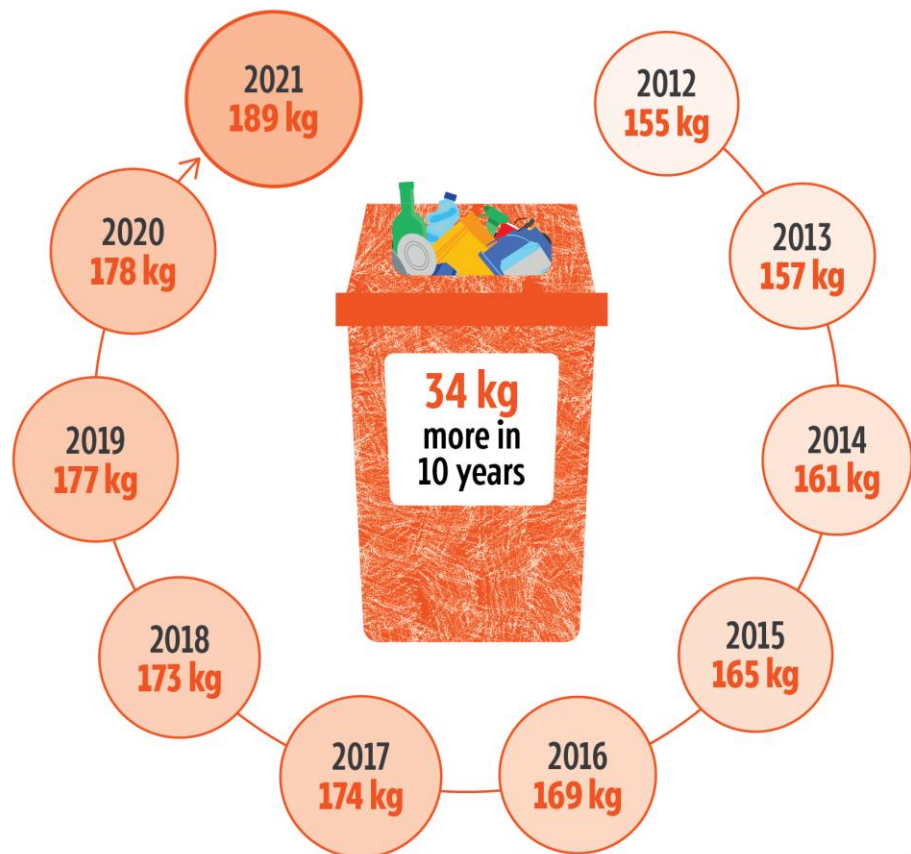
For a full list of countries, visit overshootday.org/country-overshoot-days.
*French Overshoot Day based on nowcasted data. See overshootday.org/france.

Source: National Footprint and Biocapacity Accounts, 2022 Edition
data.footprintnetwork.org



Packaging waste in the EU

Kilograms per person

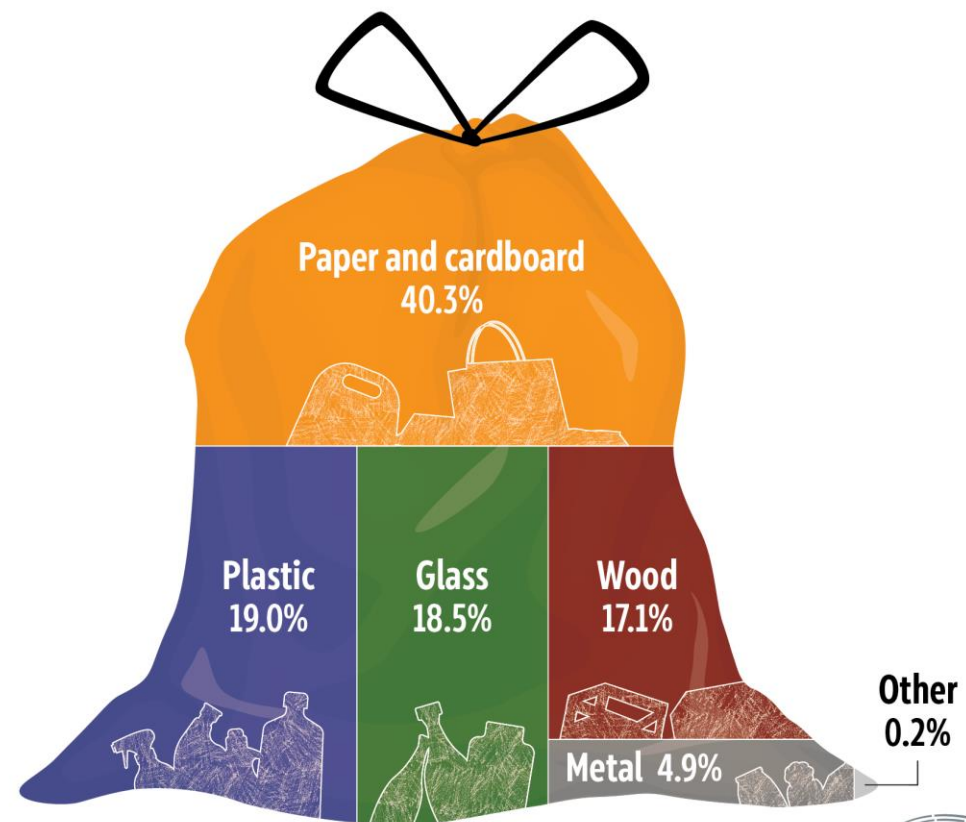


Source: Eurostat [env_waspac] - most recent data available (2021)



Packaging waste generated in the EU by packaging material

84 million tonnes in 2021



Source: Eurostat [env_waspac] - most recent data available (2021)



#theuntrashmanifesto

Let's ask ourselves what an untrash person would do? What an untrash company would do?

We need to untrash our world
Because trash is ruining the planet
Every day, we over-consume and under-use
Every year, we create two billion tons of trash
But trash is not just the litter we throw in the bin
It's not just the garbage that ends up in our nature

Trash is also the waste in our systems
The inefficiencies in our industries
We need to untrash our world
We need to remove the plastics from our oceans,
the chemicals from our soil,
and the carbon from our air

We need to reuse and recycle,
and stop feeding our landfills
We need to untrash our world
And we can start right now
Together we can shake up the system
And create a whole new one
A circular one
One that will make us feel better, act better, be better
Because small changes can have a big impact, if we do it together
So let's ask ourselves what an untrash person would do? What an untrash company would do?
And let's do it!
Let's untrash the world!



"IS GEN-Z FOR ME?"

Why Generation Z is the Key to Success



Who We Serve



A dramatic mountain landscape with a river and clouds. The scene is dominated by dark, rugged mountains and a river flowing through a valley. The sky is filled with soft, white clouds, and the overall atmosphere is misty and serene. The text is overlaid on this background, with the first line in cyan and the second line in white.

**Delivering circularity
for a new future.
A smarter future for
a smarter generation.**

A full assortment of products that's been produced and handpicked for lowest possible impact. Using only the smartest materials to combine with our rotation system.

For us, it's about delivering circularity in all shapes and forms needed. It's about solutions, not necessarily products.

Our product portfolio

idun The lagom
collection



The Re-usable
collection



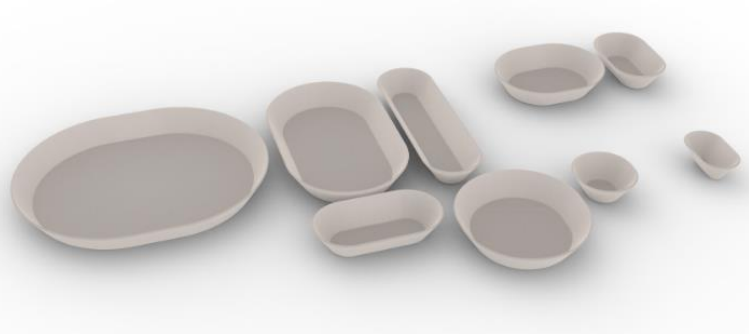
Lagom

Main requirements

- Sustainable materials (emission, recyclable etc.)
- Health & safety (bacteria & microplastic free, microwave safe etc.)
- Traceable + Digital Product Passport
- Rational in logistics, packing & washing (stacking, packing, washing, drying, return collection etc.)
- Aesthetic (good food presentation & experience)
- Functional for serving & eating
- Financially viable

Material tracks

- Melamin
- Plastic (bio PE & PP)
- Stainless steel



Highlights of our I'm green™ bio-based Polyethylene



High content of renewable raw materials

sugar cane is used for the production of Green PE



Stores CO2

Helps to reduce greenhouse gas emissions!



100% recyclable

Green PE is fully recyclable in the PE stream



Drop-in

same properties as conventional polyethylene, same processing methods

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Key properties for material flows

- Human health
 - Migration
 - Bacteria
 - Microplastic (from scratches etc.)
- Recyclability
 - Material durability
 - Regulations regarding food grade recycling
 - General waste streams (post industrial >< post consumer flows)
 - Closed loops
- Climate impact
 - CO2 storage/outlet
 - Virgin material impact (mining, production etc.)

Communication on labels

FRONT



FRONT



FRONT



BACK



BACK



BACK





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Meet us online...

<https://idun.co/>



<https://www.linkedin.com/company/idun>

