



Presentation

# Making circular shopping the standard.

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The problem

# Single-use packaging

- ① For consumers, reducing reliance on single-use packaging can be inconvenient (effort, cost)
- ② For brands, switching to a fully circular packaging system can be challenging (effort, cost, innovation)
- ③ For retailers, there is no alternative when it comes to durable groceries (in-store filling stations have minimal uptake)

Recycling is not the solution, as it still consumes a lot of energy and thus has a huge CO<sub>2</sub> footprint

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

<sup>1</sup> ...

The opportunity

# A true circular packaging system

- ① For consumers, it needs to be 'econvenient' (eco-friendly and convenient)
- ② For brands, it needs to be a plug and play system that enables them to offer their products in circular packaging to consumers
- ③ For retailers, it needs to fit their existing logistics solution

The solution

# Pieter Pot

**A** Pieter-pot.nl

An online circular marketplace delivering selected branded and private label quality products in own circular Pieter Pot Jar.

The solution

# Pieter Pot

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## B The smart Pieter Pot Jar

enables global transition to true circular packaging system and offers an 'econvenient' solution to shopping.

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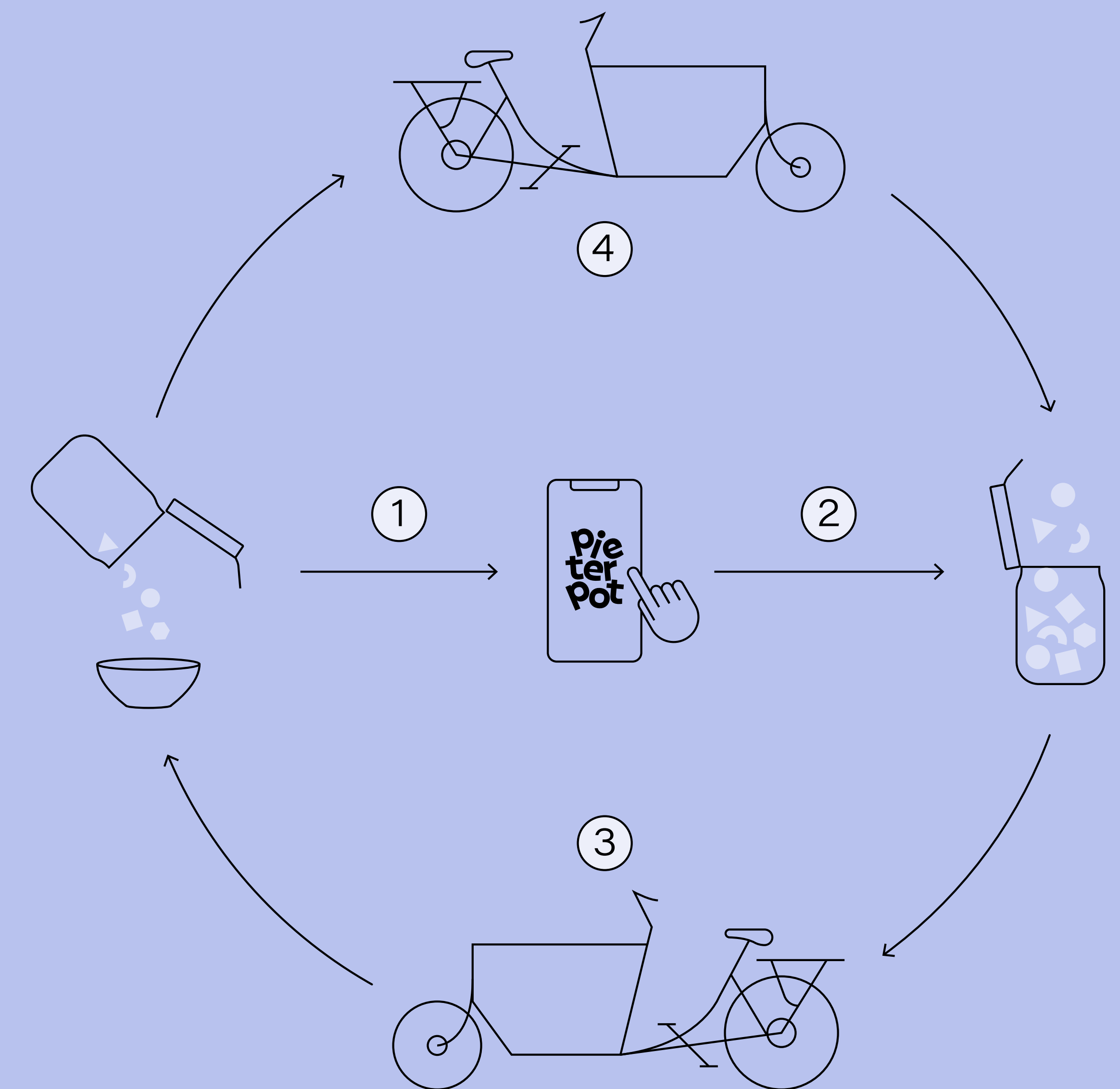
## C Pieter Pot Circular system

automated filling and cleaning system with return logistics to provide a circular packaging system between Producer/brands and retailer.

The solution part **A**  
**Pieter-Pot.nl**

The four-step circular shopping model

- 1 Customers order products online via mobile or desktop.
- 2 Pieter Pot circular marketplace fills the order.
- 3 Pieter Pot delivers products to customers.
- 4 The empty jars are picked up, returned to Pieter Pot for cleaning and re-filling hundreds of times before they reach the end of their lifecycle.

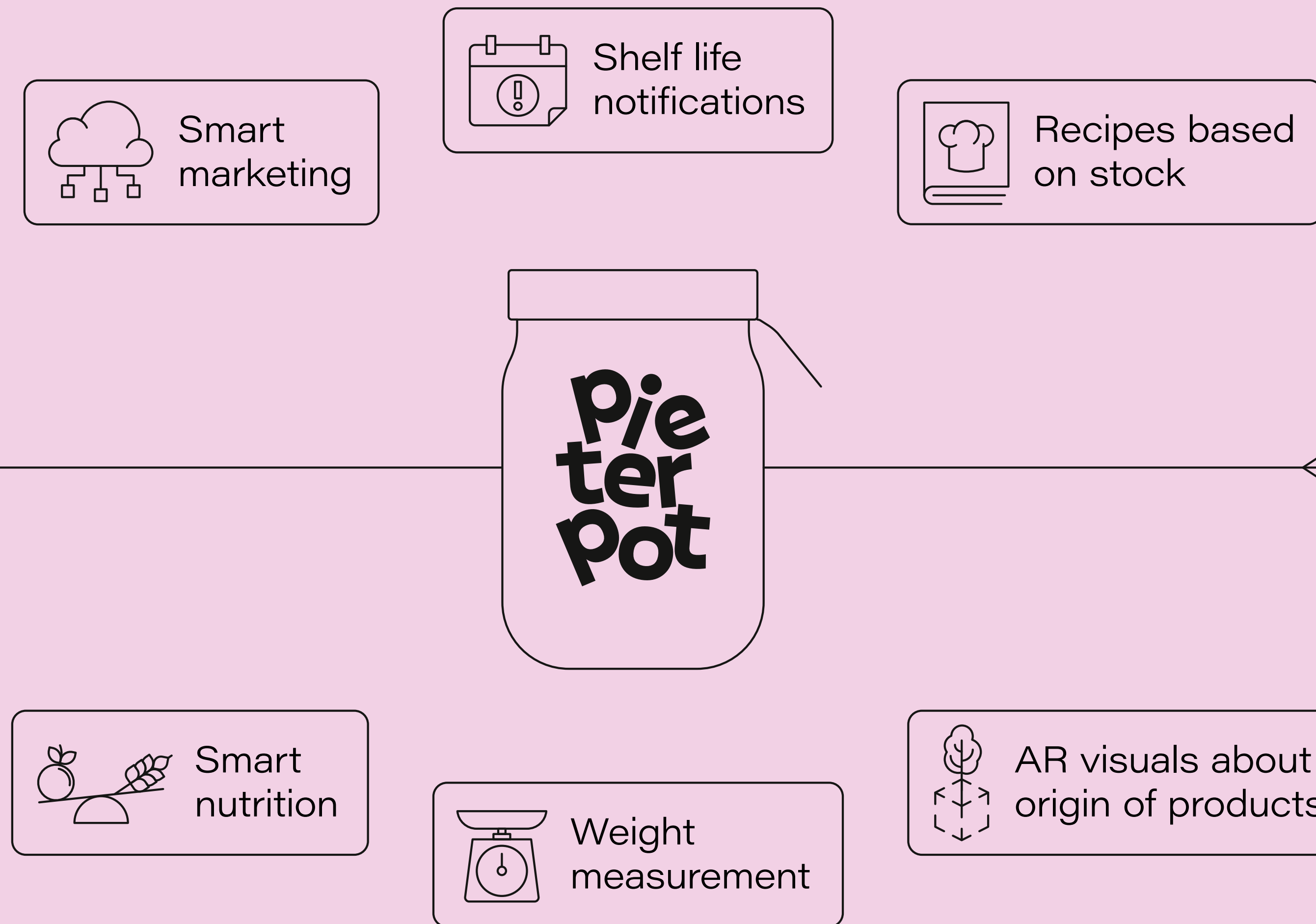




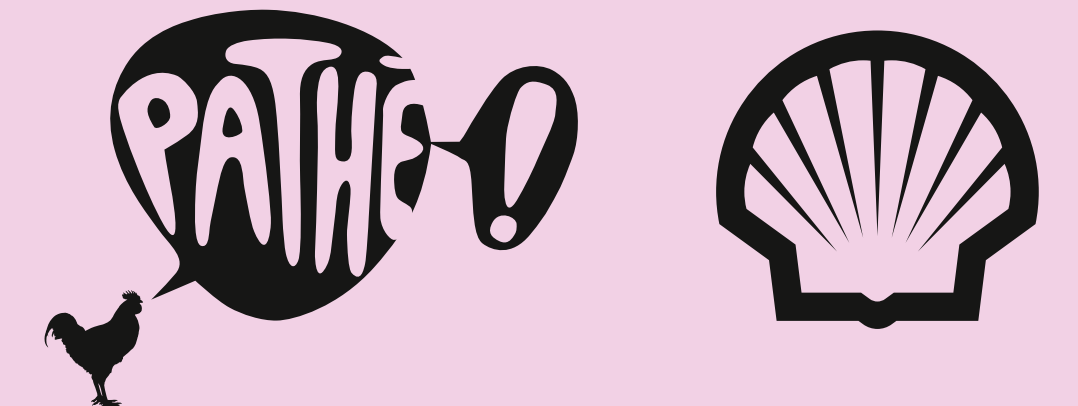
The solution part **B**

# The Pieter Pot Smart Jar

Selected private label  
quality products &  
FMCG branded products



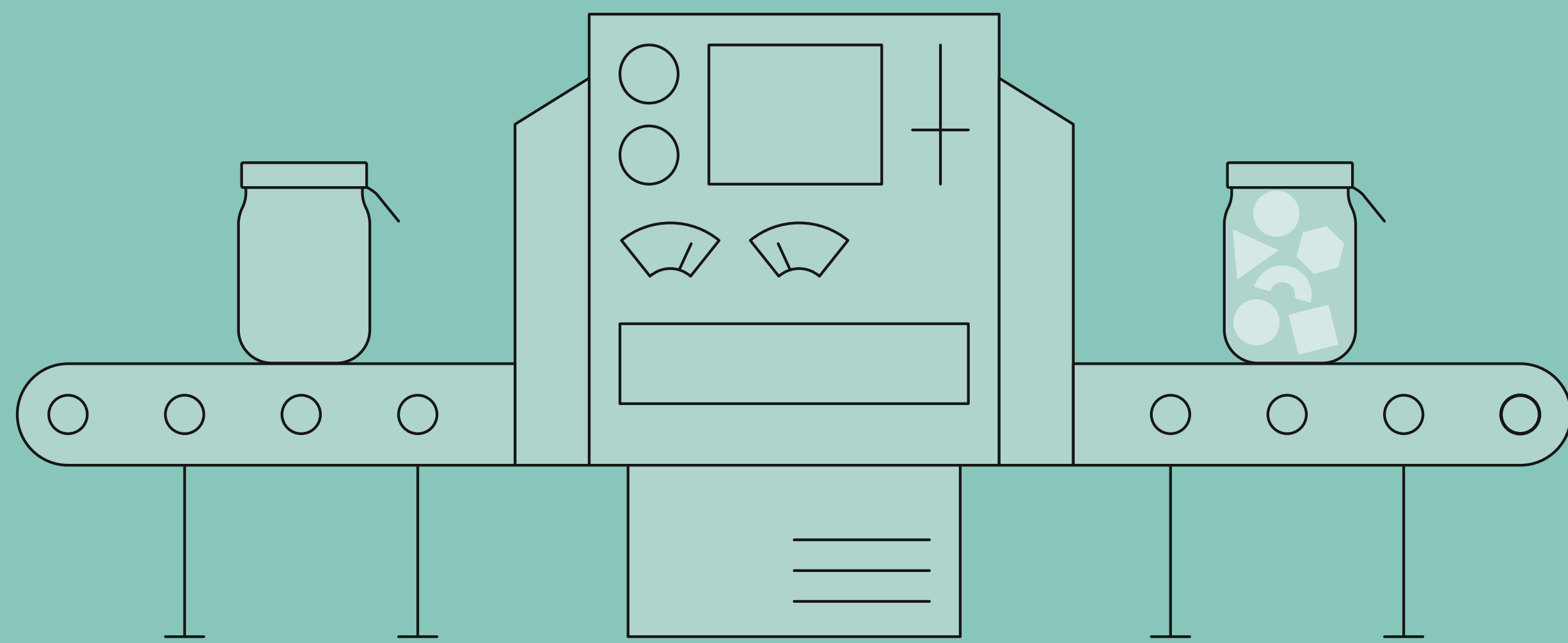
Existing retailers



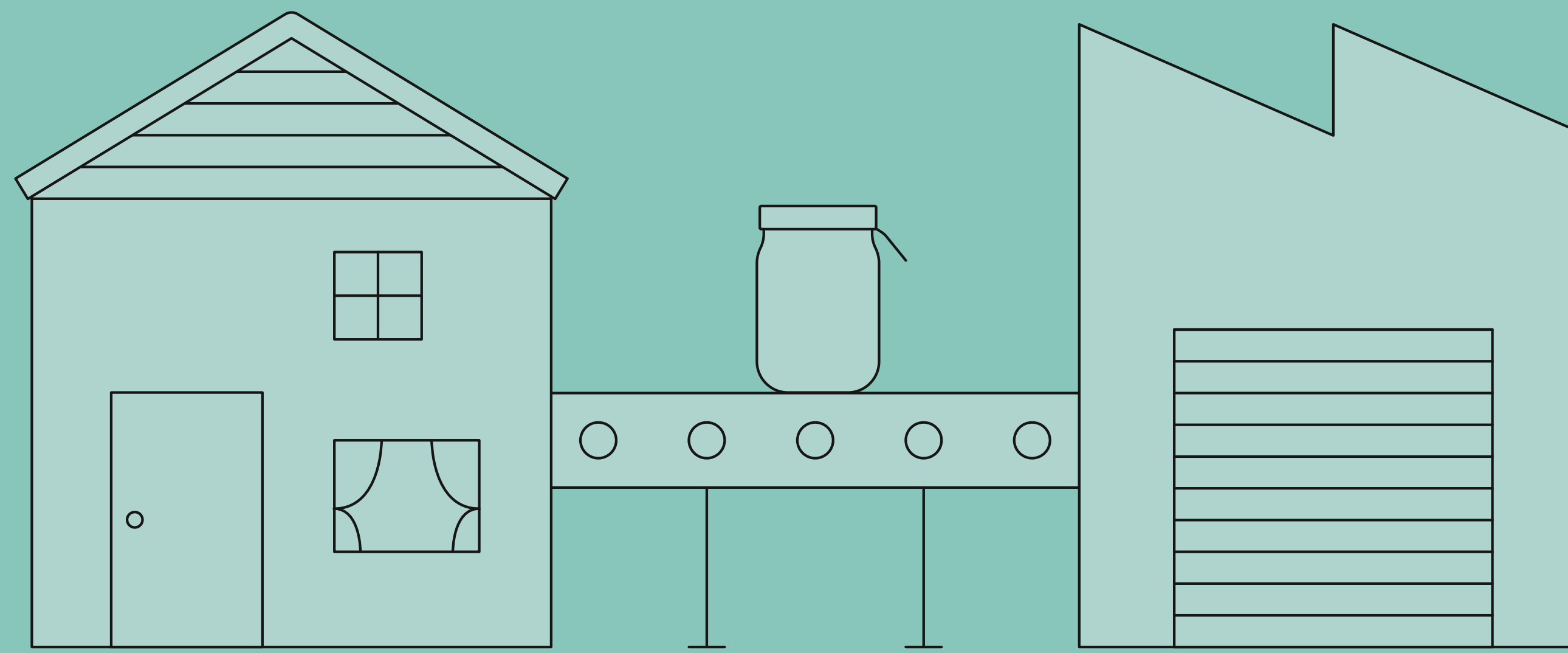


The solution part ©

# The circular system



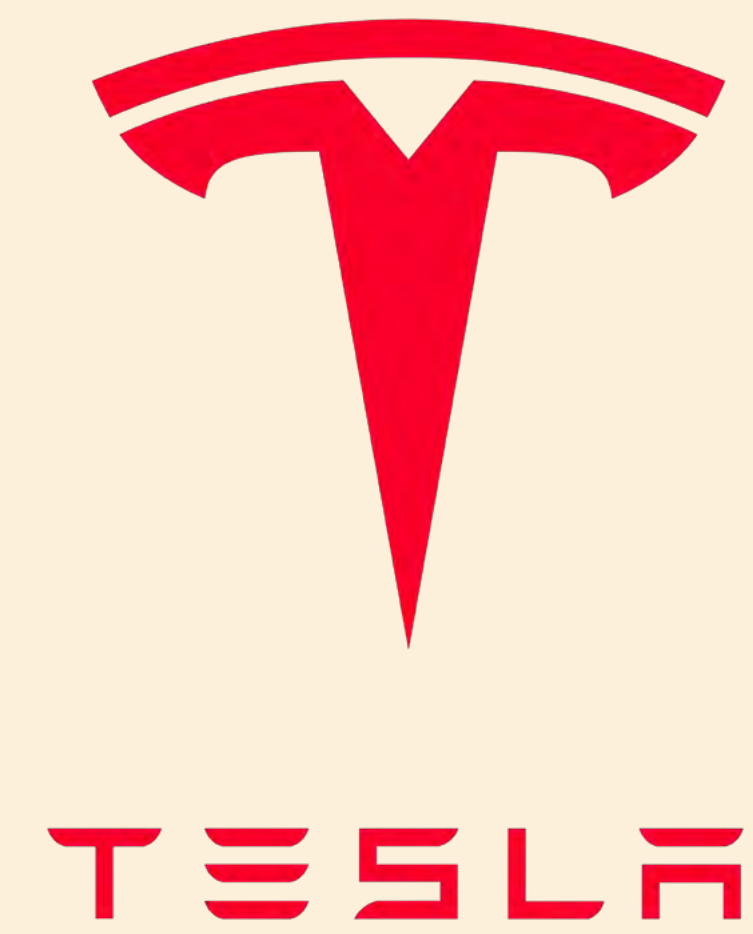
A fully automated filling and cleaning system for durable products from producers and brands



A return system to make it convenience for both consumers and retailers

# Do's and dont's

Make the sustainable option attractive,  
not only sustainable





# Do's and dont's

Validate the problem,  
then validate the solution



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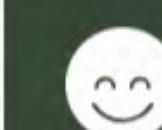


# Al jouw boodschappen verpakkings-vrij bezorgd

Bestel en ontvang je boodschappen verpakkings-vrij  
en dus milieuvriendelijk thuis bezorgd!

Bezorgen we al bij jou?

Vul je adres in en check het!



Let's Chat!





# Do's and dont's

Make noise with PR & Marketing to validate

rtlnieuws

fd.  
het financieele dagblad



Ministerie van Economische Zaken  
en Klimaat



rtlz

deVerdieping  
**Trouw**

**QUOTE**

# Do's and dont's

## Waiting List Development (Dec 19 - May 20)

