



kleen hub

kleen hub
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PRESS RELEASE
FOR IMMEDIATE RELEASE

ENGLISH VERSION BELOW

Kleen hub udvider deres retur-system til Aarhus

Efter stor succes og vidt spredt positiv respons på kleen hubs digitale løsning i København, udvider den cirkulære start-up nu til Aarhus.

København - 16. Juni 2021 - Det er kun et par måneder siden at kleen hub overraskede mad og kaffe scenen med et nyt forslag: Et digitalt retur-system til genbrugelig take-away emballage.

Løsningen er udsprunget af en ide blandt tre venner som var trætte af, at køb af mad og kaffe medfører spild og affald. Inspireret af dansk pant system, har de skabt en service der gør det muligt for forbrugere at låne genbrugelige kaffekopper og mad bokse fra restauranter og cafeer. Servicen er gratis at bruge og takket være en app der holder styr på produkterne, skal forbrugeren ikke betale noget depositum. På den her måde kan forbrugere i København nyde deres to-go kaffe eller måltid i en rustfrit stål kop eller boks i høj kvalitet, alt i mens de hjælper planeten.

Servicen har teamet up med en lang række af Københavns restauranter og cafeer, som alle ledte efter en grønnere løsning. Flere end 50 butikker, blandt andet Coffee Collective, Wedo, Emmery's og Riccos er nu en del af kleen hub's netværk og bekæmper engangs forbrug og CO2e udslip hver dag. Dog er det ikke nok: "For at gøre en ordentlig forskel for miljøet, nytter det ikke noget at være begrænset til København. Danmarks affalds problem er landsdækkende og målet er at alle restauranter og cafeer i landet har en alternativ løsning til engangsemballage" siger Simone Favorito, med stifter af kleen hub.

Den 24. juni kommer kleen hub til Aarhus. Som et helt naturligt næste skridt, går startuppen efter den samme succes og respons som i København, for at blive en ny god vane for de lokale forbrugere. Den indledende respons er meget positiv: Lokale butikker har taget imod den nye service med stor interesse og mange har allerede skrevet sig op til at blive en del af netværket.

For at fejre lanceringen afholder kleen hub et event den 24. juni. Startuppen har inviteret borgere, organisationer og cafe- og restaurant ejere til at nyde god musik, afprøve produkterne og netværke. Eventet vil finde sted i de smukke omgivelser ved Domen, hvor der vil blive serveret kaffe fra kantinen og mad fra Moca Kantine.

Kleen hub expands return-system service to Aarhus

Following the startup's success and wide positive response to the new digital solution in Copenhagen, the circular economy startup is now expanding its reach to Aarhus.

Copenhagen - 16th June 2021 - It was only a few months ago that kleen hub surprised the food and coffee scene with a new proposal: a digital return system for reusable take-away packaging.

The system was born from an idea of three expats who were tired of being wasteful when consuming coffee or food. Inspired by the pant return system, they created a service that allows consumers to borrow reusable coffee cups or food boxes from restaurants and cafes. The service is free to use, and thanks to an app that tracks all the items lent, users don't have to pay any deposit. This way, consumers in Copenhagen can enjoy a to-go coffee or meal in a high-quality and stylish stainless-steel container while helping the planet.

The service was welcomed by a number of Copenhagen restaurants and cafes that were looking for a way to become greener. More than 50 stores, including Coffee Collective, Wedo, Emmery's, and Riccos, are now part of kleen hub's network and are reducing single-use waste and CO2e emissions every day. But this is not enough: "in order to have a real impact on the environment, we cannot limit ourselves to Copenhagen. Denmark's waste problem is nationwide and our goal is to provide an alternative to single-use packaging to every restaurant and cafe in the country" says Simone Favorito, co-founder of kleen hub.

On the 24th of June, kleen hub is landing in Aarhus. As a natural next step, the startup aims to replicate the same success it had in Copenhagen and become a good habit for local consumers. The initial response is very positive: local stores have welcomed the new service with interest and many have already signed up to become part of the network.

To celebrate the launch, kleen hub is organizing an event on June 24th. The startup has invited citizens, organizations, and business owners to enjoy good music while testing the products and networking. The event will take place in the beautiful surroundings of Domen, where the coffee from the cafeteria and food from Moca Kantine will be served.

Launch Event

4pm - 9pm, 24th of June 2021 - Domen, Aarhus.

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Press Kit

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