



kleen hub
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PRESS RELEASE
FOR IMMEDIATE RELEASE

*ENGLISH VERSION BELOW
DANISH VERSION COMING SOON*

GRIN and kleen hub join forces to launch an experimental return station for reusable coffee cups.

The return station is the result of an international collaboration and is located at DOKK1 (Aarhus), with the aim to facilitate the transition towards reusable packaging.

Aarhus - 29th March 2022 - Millions of food packaging containers are disposed of in Denmark every year, causing unnecessary Co2 emissions, deforestation, and pressure on the waste management system that could otherwise be avoided. But things are changing.

Kleen hub is Denmark's first digital return system for reusable packaging, currently operating with more than 100 partner restaurants and cafes across the country. The system is simple: people can borrow and return reusable packaging using the kleen hub app free of charge if they return the packaging within 10 days.

Until now, kleen hub's reusable packaging could only be returned to partner shops, where it gets sanitized before returning into circulation. Thanks to the newly launched return station at DOKK1, users can now return their packaging at any time of the day or night, without the need to enter the cafeteria. With the new system, consumers will have a more convenient way to return their packaging, while the cafeteria barista will be able to effortlessly integrate circularity in their workflow.

"In GRIN we want to help facilitate the circular revolution by providing a cost-effective and flexible system to automate and simplify the return process in deposit return systems such as kleen hub's. We're developing a universal smart collection system, and the goal is to enable return of any product that can become circular. With the global challenges we now face in terms of littering and overconsumption, systems that enable circular "rent and return" models as in this project are effective means to optimize the use of resources and prevent waste." Says Lars-Martin Berglund, CEO of GRIN.

Both GRIN and kleen hub are tackling environmental challenges thanks to the power of technology, shaping tomorrow's more sustainable ways of consuming.

GRIN og kleen hub går sammen om at teste en retur station til genbrugelige kaffekopper.

Retur stationen er resultatet af et internationalt samarbejde placeret ved DOKK1 (Aarhus), med formålet at facilitere overgangen til genbrugelig emballage.

Aarhus - 17. Marts 2022 - Millioner af diverse mad emballager bliver hver eneste år udsmidt i Danmark. Dette skaber unødvendig Co2 udledning, skovrydning og et kæmpe pres på skraldesystemer, der ellers kunne undgås. Forandring er dog på vej.

Kleen hub er Danmarks første digitale retursystem til genbrugelig emballage, lige nu med over 100 partner restauranter og cafeer landsdækkende. Systemet er simpelt: Kunder kan låne og returnere genbrugelig emballage ved at bruge kleen hub's app helt gratis, såfremt produkter bliver afleveret tilbage indenfor 10 dage.

Indtil nu har kleen hubs emballage muligheder kun kunne returneres hos partner lokationer, hvor de bliver rengjort inden de kommer tilbage i cirkulation. Den nye retur station ved DOKK1, gør det nu muligt for kunder at returnere på ethvert tidspunkt af døgnet, uden at skulle gå ind i cafeteriet. Det nye system gør processen mere brugervenlig samt skaber en nemmere integration af cirkularitet for cafeteriets medarbejdere.

"Hos GRIN stræber vi efter at facilitere den cirkulære revolution med kost effektive og fleksible systemer der automatiserer og simplificerer processer såsom kleen hub's. Vi arbejder på et universalt smart-løsnings system, hvor målet er at kunne returnere ethvert produkt der kan blive cirkulært. Med de globale problem stillinger vi lige nu står overfor, når det kommer til affald og overforbrug, er det systemer med "lån og returner" modeller som i dette projekt, der er effektive til at optimere ressourcer og undgå affald." Siger Lars-Martin Berglund, CEO hos GRIN.

Både GRIN og kleen hub tackler miljømæssige problemstillinger takket være teknologi og leder vejen mod en mere miljøvenlig måde at forbruge på.

Press Kit

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