



kleen hub
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PRESS RELEASE
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ENGLISH VERSION BELOW

Kleen hub lancerer nu genbrugsskåle i deres retursystem, for at øge danske restauranters bæredygtighed.

Det er nu muligt og nemt at låne og returnere skåle fra restauranter takket være en smartphone-app.

København - 1. marts 2022 - Millioner af fødevareremballager bortskaffes hvert år i Danmark, hvilket forårsager unødvendige Co2-udledninger, skovrydning og pres på affaldshåndteringssystemet, som ellers kunne undgås. Men forandring er på vej.

Ved hjælp af appen kleen hub kan kunder gratis låne en genanvendelig skål i op til 10 dage. Appen sporer alle transaktioner og undgår krav om pant, samtidig med at den sikrer, at emballagen kommer tilbage i cirkulation. Kunderne kan aflevere skålen tilbage på enhver partnerrestaurant, hvor de vil blive rengjort og bragt tilbage i omløb.

“Efter at have lanceret en succesfuld genanvendelig kop, mente vi, at det var på tide virkelig at tage fat på takeaway-madindustrien, fordi der netop her opstår en masse spild. Vi har også store ambitioner om at udvide vores service til at omfatte madleveringstjenester og virksomhedskantiner” - siger Simone Favorito, medstifter af kleen hub. Sortiment udvidelsen af vores skåle lanceres på et afgørende tidspunkt for miljøet, hvor efterspørgslen efter grønnere og mere ansvarlig emballage er et must-have. Hvorfor kleen hub hurtigt vinder popularitet blandt virksomhedsejere og kunder.

Kleen hub-skålen er designet til at bære alle typer mad, fra salater til burgere, og giver en meget mere førsteklasses oplevelse sammenlignet med engangsemballage. Fordi den kan genbruges hundredvis af gange, har den også en meget lavere miljøpåvirkning. Virksomheden anslår, at en kleen hub skål i sin levetid kan spare op til 30 kg CO2e og samtidig reducere mængden af affald, der opstår ved engangsbrug.

En af de første til at se potentialet bag kleen hub's nye service er Andreas Moi Boros, direktør af WeDo. Han siger: “Bæredygtig emballage er vigtig, fordi det reducerer vores klimaaftryk i alle faser af produktets livscyklus. Det hjælper både Wedo og vores kunder med at reducere miljøbelastningen i deres hverdag. Reduktion af vores CO2-aftryk er en af de største udfordringer, vi står over for i dag og i de kommende årtier.”

Kleen hub lancerer sit skålretur-system i Maj i København og Aarhus, med flere danske byer på vej.

Kleen hub launches reusable bowl service to boost danish restaurants' sustainability.

Borrowing and returning bowls from restaurants is now possible and easy thanks to a smartphone app.

Copenhagen - 1st March 2022 - Millions of food packaging containers are disposed in Denmark every year, causing unnecessary Co2 emissions, deforestation, and pressure on the waste management system that could otherwise be avoided. But things are about to change.

Using the kleen hub app, consumers can borrow a reusable bowl for free for up to 10 days. The app tracks all transactions and avoids any deposits while ensuring that the packaging will come back in the loop. Customers can return the bowl to any partner restaurant where they will be sanitized and brought back into circulation.

"After launching a quite successful reusable cup, we thought it was time to really tackle the food takeaway industry again, where a lot of waste is generated. We also have big ambitions to extend our service to food delivery services and corporate canteens" - says Simone Favorito, co-founder of kleen hub. The bowl service is launching at a crucial moment for the environment when the demand for greener and more responsible packaging is not an extra, but a must-have. This explains why kleen hub is rapidly gaining popularity among business owners and customers.

The kleen hub bowl is designed to carry any type of food, from salads to burgers, and provides a much more premium feeling compared to single-use. Because it can be reused hundreds of times, it also has a much lower environmental impact. The company estimates that in its lifetime a kleen hub bowl can save up to 30 kg of CO2e while reducing the amount of waste created by disposable single-use.

One of the first to see the potential behind kleen hub's new service is Andreas Moi Boros, CEO of WeDo. He says: "Sustainable packaging is important because it reduces our climate footprint in all the stages of the product's life-cycle. It helps both Wedo and our customers to reduce the environmental impact in our everyday life. Reducing our carbon footprint is one of the greatest challenges we face today and in the decades ahead."

Kleen hub has launched its bowl return-system in May in Copenhagen and Aarhus with more Danish cities to come.

Press Kit

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