



kleen hub

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PRESS RELEASE
FOR IMMEDIATE RELEASE

ENGLISH VERSION BELOW

Kleen hub lancerer et innovativt alternativ til engangsemballage

Kleen hubs løsning er en potentiel game-changer i take-away industrien, takket være en smartphone app, der har til formål at formidle en cirkulær service med genbrugelige bokse af rustfrit stål.

København - 30 Oktober 2020 - Kleen hub har designet en revolutionær service, der gør bæredygtig emballage til et nemt og bekvemt alternativ for restauranter og deres kunder.

Via en smartphone-app gør kleen hub det muligt for restauranter at udlåne genbrugelige take-away bokse til deres kunder uden opkrævning af depositum og uden bekymring for, hvorvidt de bliver returneret. Appen sporer alle transaktioner og gør det muligt for kunder at låne boksene i op til 10 dage gratis. Boksene kan returneres til enhver tilknyttet restaurant, hvorefter de bliver vasket, inden de cirkulerer videre.

Kleen hub boksen i rustfrit stål er designet til at kunne indeholde det meste indenfor take-away mad, alt imens den har et elegant design og er nem at gøre ren. Sammenlignet med engangsemballage har boksene en væsentlig lavere miljøpåvirkning, da de kan genbruges hundredevis af gange. Virksomheden vurderer, at i en enkelt kleen hub boks' levetid, kan der spares op til 134 kg CO₂, mens mængden af skrald bliver reduceret.

“Folk er begyndt at indse, at selv et simpelt take-away måltid skader miljøet. Vores service er en løsning på den stigende bekymring samtidig med at være økonomisk overkommelig for restauranter,” siger Giuseppe Lanzafame, medstifter af kleen hub. Kleen hub kommer til live på et vigtigt tidspunkt for miljøet. Københavns 2025 klimaplan har en ambitiøs målsætning om at gøre hovedstaden CO₂-neutral. Samtidig er der i EU som helhed planer om at forbyde skadeligt plastik. Restaurantejere og deres kunder deler en overbevisning om, at der er brug for et mere bæredygtigt system. Kleen hub opbygger løbende nye samarbejder med restauranter og udvider deres netværk blandt folk.

Global Compact Network Danmark har for nylig tilføjet kleen hub til deres projekt: Verdensmål i Værdikæden, som har til mål at finde løsninger på den danske restaurationsbranches største bæredygtighedsudfordringer. Dette ser kleen hub som en mulighed, der kan fremskynde deres udvikling og udbrede deres netværk i den danske fødevarerindustri.

Den danske miljøorganisation Plastic Change har også fået øjnene op for kleen hub. Adm. Dir. for Plastic Change Louise Lerche-Gredal, siger: "Det danske pantsystem har gjort danskerne velkendte med retur systemer, og nu er det tid til at tage det et skridt videre og ind i take-away industrien. Teamet bag kleen hub har anerkendt behovet for forandring og benytter muligheden for at starte noget nyt."

Kleen hub er tilgængelig på Vesterbro den 30. oktober og vil snart være at finde i resten af København.

Kleen hub launches an innovative alternative to disposable packaging

The solution is a potential game-changer in the food takeaway industry, thanks to a new smartphone app that tracks the circulation of reusable stainless steel boxes.

Copenhagen - 30 October 2020 - Kleen hub has designed a revolutionary service that makes reusable packaging an easy and convenient alternative for restaurants and customers.

By providing a smartphone app, kleen hub allows restaurants to lend their customers reusable boxes without charging any deposit or worrying that they will not be returned. The app tracks all the transactions and is used by customers to borrow the boxes for up to 10 days and without any cost unless the box is not returned. The boxes can be returned to any partner restaurant where they will be washed before being put back into circulation.

The stainless steel kleen hub box is designed to contain most types of takeaway food while being stylish and easy to wash. Since it can be reused hundreds of times, it has a much lower environmental impact compared to single-use packaging. The company estimates that in its lifetime a kleen hub box can save up to 134 kg of CO₂e while reducing the amount of waste.

"People started to realize that even a simple takeaway meal harms the environment. Our service offers a solution to the growing concerns of customers while being light on restaurants' budgets." - says Giuseppe Lanzafame, co-founder of kleen hub. Kleen hub arrives at a crucial time for the environment. Copenhagen's climate plan for 2025 has the ambitious goal to make the capital CO₂-neutral, while on an EU level, environmentally harmful types of disposable plastic will soon be banned. Restaurant owners and customers share the belief that a more sustainable system needs to be established. In fact, kleen hub is rapidly recruiting new restaurants and building hype among people..

Global Compact Network Denmark has recently added kleen hub to its project Verdensmål i Værdikæden, where restaurants, suppliers and knowledge actors come together to develop and test sustainable solutions. Kleen hub sees this as an opportunity

that could dramatically accelerate its development and provide an entry point to the Danish food industry network.

The Danish environmental organization Plastic Change has also opened its eyes to kleen hub. Adm. dir. for Plastic Change Louise Lerche-Gredal, says: "The Danish pant-system has given Danes knowledge of return systems and now it's time to take it a step further and into the takeaway industry. The team behind the kleen hub has seen the need for change and seized this opportunity to start something new."

Kleen hub is launching on October 30th in Vesterbro and will soon expand to the rest of Copenhagen.

Press Kit

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