

The taste of **zero** waste

From product concept to circular business with a mission.

The story of Circulware reusables.

Erwin van Limpt, CEO Circulware

Joyce van Grinsven, New Business Developer GBO Innovation makers



When is something truly sustainable?

Biodegradable or recycled and reused?

Joyce van Grinsven

GBO *Innovation makers*



Erwin van Limpt

Haval & Circulware



Timeline Haval

1984

Origin of Haval, by Erwin's father.



1993

Erwin starts at Haval in the field of sales. In 2005, Erwin becomes the owner of Haval.



2005

Haval started focusing more on food packaging, rather than just cutlery.

2020

Focus on sustainable packaging solutions.

This is where Circulware comes from.



2050

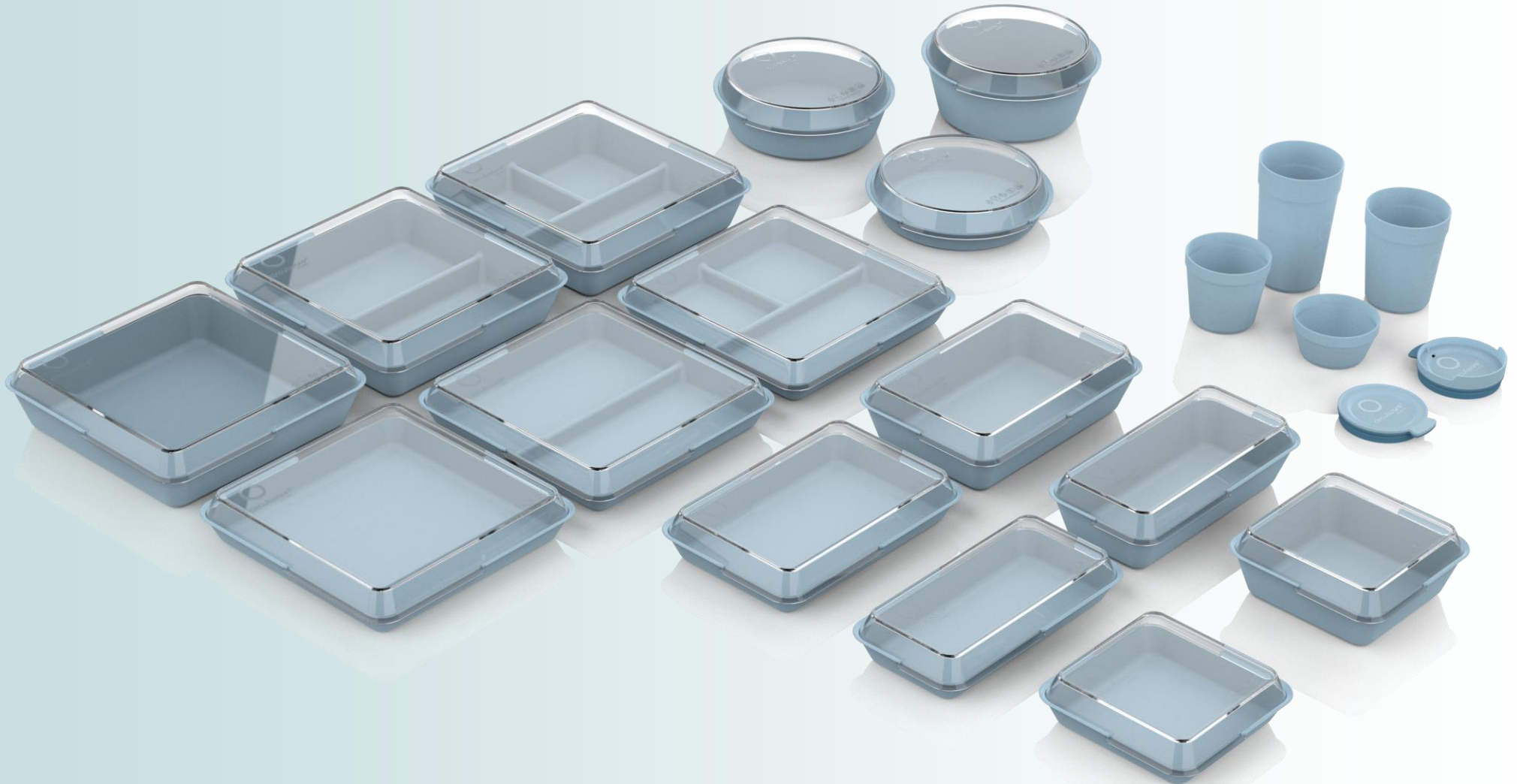
In a circular economy, there is no waste and raw materials are reused again and again. The Netherlands aims to be fully circular by 2050.



Ready for a **circular** economy

-
- Take away & delivery
 - Catering
 - Restaurants
 - Events

The completely waste-free menu





What makes Circulware special?

- Made of polypropylene
- Easy to clean
- Suitable for hundreds of reuses
- 2 equal parts, easy stackable & nestable
- Bowl can serve as lid
- Modular in use
- Microwave- and freezer-safe
- Circulware is produced locally in Gemert (NL)



The business model

Reuse creates a world of opportunity

Process Circulware

Step 1

Production of trays with mono-material polypropylene.



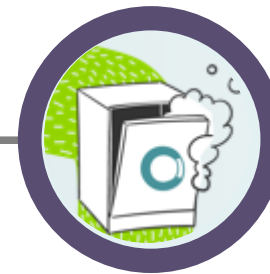
Step 2

Delivery to cafeteria, catering or events.



Step 3

The buyer pays a deposit and uses the product.



Step 4

Product is washed and kept or handed in at a drop-off point.

The product can be reused more than 100 times before being recycled.



Step 5

Product is collected and recycled and then we return to step 1.

This can happen infinitely.

Are you ready for the circular economy?

Thank you for your attention

Erwin van Limpt, CEO Circulware

Joyce van Grinsven, New business developer GBO *Innovation makers*