



## A circular solution for packaging

Flacon offers a sustainable and circular reuse-system for personal care products in the hotel industry to counter single use plastic amenities

### The problem

- Soaps and shampoos offered in most hotel rooms come in **single-use plastic containers** that are used once and then thrown away
- Plastics are highly durable, slowly degrading and CO2 intensive. Single-use plastics are **unnecessary waste that pollutes** our oceans, land-based environments and the air we breathe
- A hotel operating with 100 guests a night can go through **109.500 single-use bottles** over the course of a year. This amounts to more than **700 kilograms** of plastic waste – or more than **1.4 tons of CO<sup>2</sup>** when incinerated

### Succes stories so far

- Received microgrant for creating a business model working with Sustainable Development Goals
- Participation at CBS Entrepreneurial Day in September 2019
- Pilot Study Partnership with Poshtel International
- Partnership with Connect Denmark and participation in Springboard

### Unique Selling Point

- Innovative design
- Truly sustainable
- Convenient service
- Enhanced consumer attraction

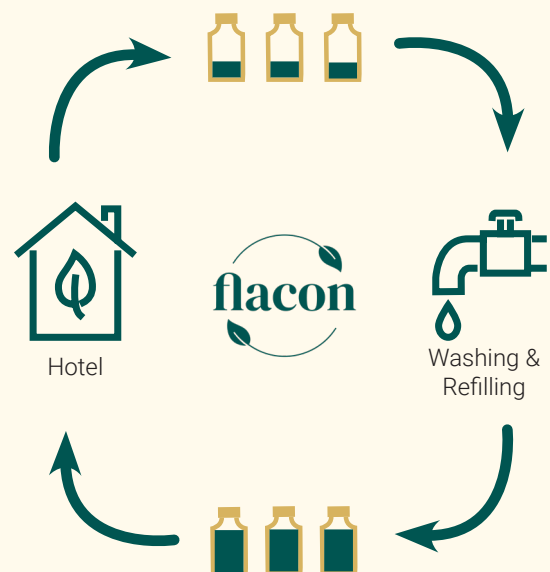
### Moving forward

We are looking to find partners to co-create our flacons and test our sustainable reuse-system

### The Solution

- We create long-lasting and aesthetically appealing flacons for personal care products that are **designed to be re-used**.
- We offer a truly circular service of collecting, cleaning, refilling and delivering our flacons for our hotel partners **without hazzles**.
- We partner with luxurious and environmental friendly personal care brands to offer **conscious creams and care products**.

### Business Model



## Do you want to learn more about Flacon?

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