

Technology & Markets Day

Path to the Future

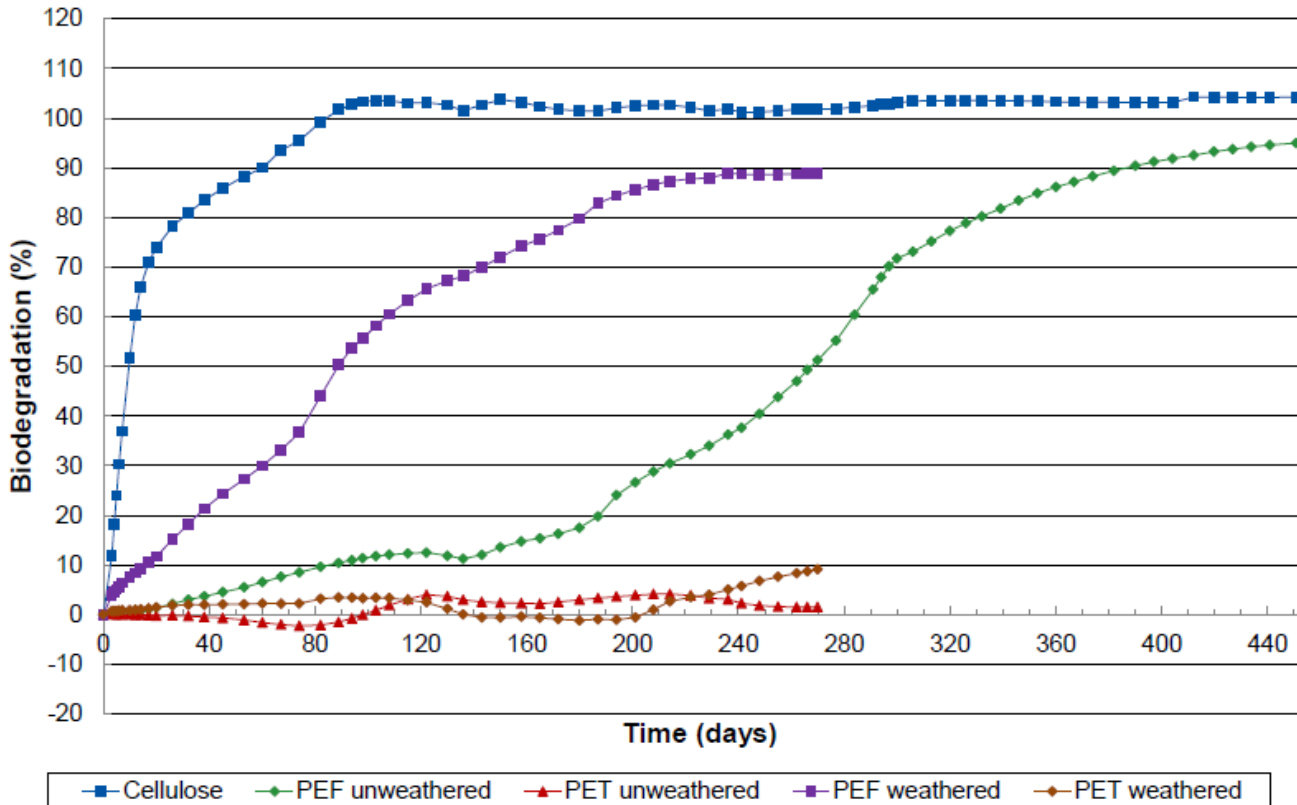
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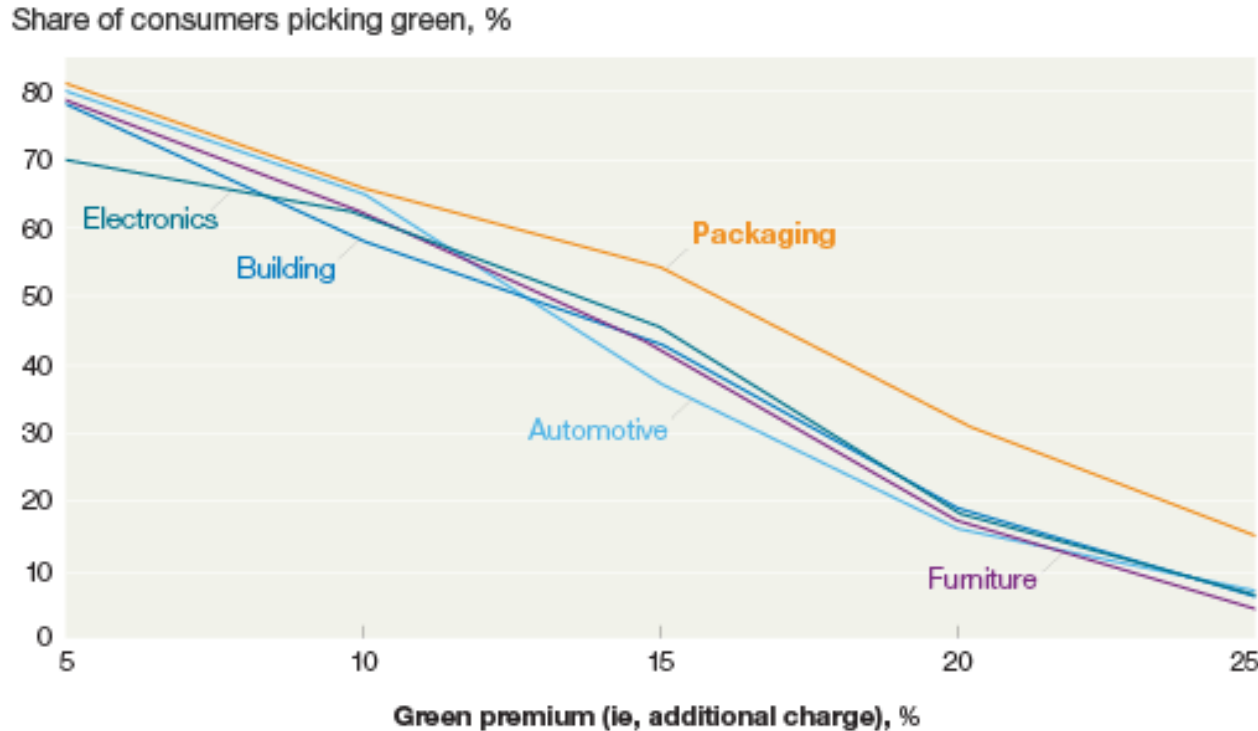


Biodegradation of PEF in Industrial Composting Conditions (58 °C)



- First Results Accelerated Tests Biodegradation of PEF by Organic Waste Systems (OWS), Gent, Belgium
- Biodegradation (%) = amount of polymer converted to CO₂
- Cellulose reference : 60 days to 90% biodeg.;
- PEF (weathered): 240 days to 90% biodeg.;
- PEF (unweathered): 385 days to 90% biodeg.

Psychological Distance to Sustainable Consumer Behavior



Source: McKinsey



- 80% of consumers is prepared to pay 5% more for a product in “green” packaging (€1,05 instead of €1,00 for a 1L water bottle)
- 55% of consumers is prepared to pay 15% more (€1,15 instead of €1,00 for a 1L water bottle)