Technology & Markets Day
Path to the Future

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Biodegradation of PEF in Industrial Composting Conditions (58 ºC)

- 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

- 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)

Source: McKinsey