



Sustainable packaging solutions for the retail ecosystem

SustainableSolutionsMatch

Welcome!

Session Agenda

- Welcome & Introduction
- Sustainability in the Retail sector
- Pitch Presentations:
 - Pitch 1: Woven Bio Limited (United Kingdom)
 - Pitch 2: SCR Packaging (Italy)
 - Pitch 3: Lactips (France)
 - Pitch 4: Re-Zip (Denmark)
 - Pitch 5: B'Zeos (Spain)
 - Pitch 6: Botta Ecopackaging (Italy)
 - Pitch 7: Supaso (Austria)
 - Pitch 8: Ebb & Flow Keg (Germany)
- Closing Remarks



Welcome & Introduction

Who's moderating?

Susy Longoni
Innovhub SSI
Head of International Projects



Who's organizing?



INNOVHUB
STAZIONI SPERIMENTALI
PER L'INDUSTRIA



SustainableSolutionsMatch

Welcome & Introduction

Let's play by the rules: smooth sailing for our session!

- **Mute Policy:** Please remain muted unless speaking to avoid background noise.
- **Q&A Time:** After each pitch, there will be 1–2 minutes for questions. Please use the chat to ask questions.
- **Session Recording:** This session will be recorded.
- **Time management:** Pitchers, please keep track of your time. We will inform you if 5 minutes have passed.
- **Technical Issues:** If you encounter issues, use the chat to notify the host.



Sustainability in the Sector Group Retail

- Sector Group Retail's priority is to support green and digital transition in the retail ecosystem
- Inform on the New PPWR Regulation (EU) 2025/40
- Count on technical specialization of partner InnovhubSSI
- Pitch-to-prosper initiative: pitch your technology / offer / business in front of EEN experts
- Reach major EU markets and get insights on regulations and consumers behaviors



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Pitch Presentations

Time to meet the innovators!

Pitch 1
Woven Bio Limited
Rob Allen



Solution title

High-performance bio-composites replacing plastic packaging with engineered natural fibre materials.



Company name

Woven Bio

Rob Allen
Founder & CEO



Introduce your sustainable solution

Engineered natural-fibre composite packaging

Woven Bio helps packaging brands move beyond petrochemicals and forest-based materials with high-performance bio-composites built for sustainability and scale.



100%
biodegradable



100%
biobased



Strength



Durable



Impact
Resistance

Describe your solutions differential value and sustainable impact

Sustainability advantages

94%

lower carbon footprint vs EPS and high-energy pulp

100%

biodegradable & home-compostable

0%

Trees cut, Microplastics or toxins

0%

water-intensive processes (unlike pulp's 2–4 L per unit)

Performance Advantages



High-strength

Thin-wall

Precision-moulded

40%

stronger than EPS in real-world impact tests

x3

stronger than moulded pulp in edge-impact performance

20%

less material for EPS-equivalent protection

40%

lighter at similar protection levels

100%

heat and humidity stable—no strength loss

±1mm

precision moulding (vs pulp's ±3–5mm)

30%

reduction in packaging volume, cutting shipping costs

Market/Target audience – Who can apply your solution?

Who would benefit most from this solution?

- *Customers who are still using Polystyrene or plastics*
- *Packaging solutions where paper pulp solutions aren't strong enough*
- *Brands focused on sustainable, circular, innovative solutions*

Suitable for:

Luxury, retail, industrial, consumer goods, thermal, scale... we can engineer a solution for you.

Sustainable and circular innovation needs good networks along the whole value chain.

What kind of cooperation partners would you like to connect to beyond finding new customers?

➤ *Strategic Corporate Innovation Partners > Strategic R&D collaboration*

We always want to hear from new Customers, Investors, Research Institutions, Manufacturing and Automation specialists...

#EENCanHelp

Book a meeting with: Woven Bio

Rob Allen
Founder & CEO
Woven Bio
rob@wovenbio.com



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Pitch Presentations

Time to meet the innovators!

Pitch 2
SCR Packaging
Stefano Farris



Coating solutions for sustainable food packaging materials

SCR Packaging srl

Stefano Farris
Founder



[SustainableSolutionsMatch](#)

THE FOOD PACKAGING SECTOR



~ 450 b €

2025

~ 600-930 b €

2030-2034

CAGR = + 4.3-6.5 %

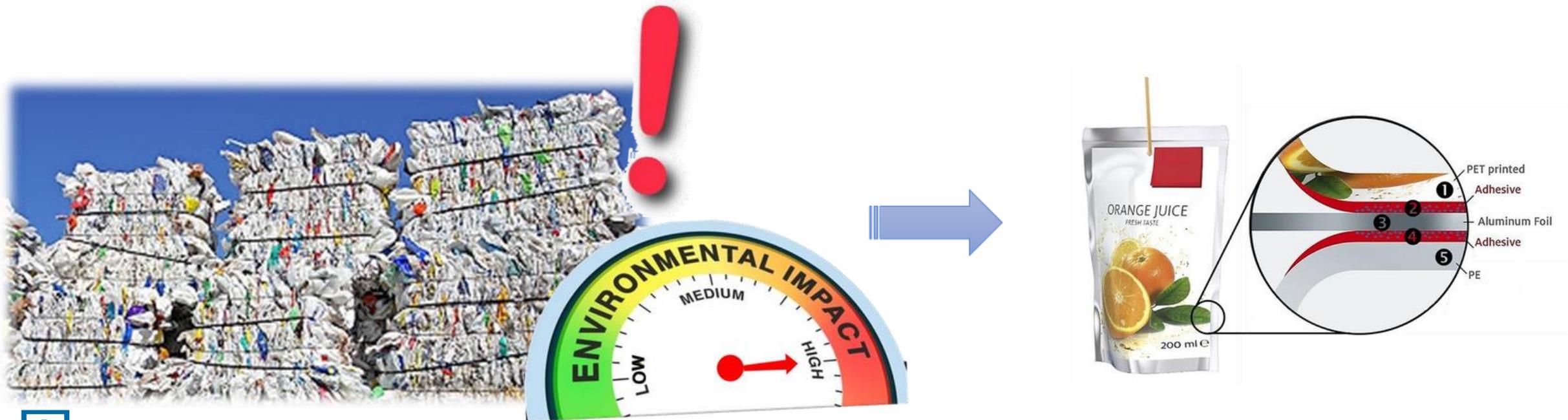


FOOD PACKAGING PLASTICS WASTE



Food packaging represents 40% of global plastic waste

THE ENVIRONMENTAL IMPACT OF PLASTICS



Nearly 80% of plastic packaging waste cannot be recycled

ADDRESSING THE ISSUE OF PLASTICS WASTE



Turning off
the tap



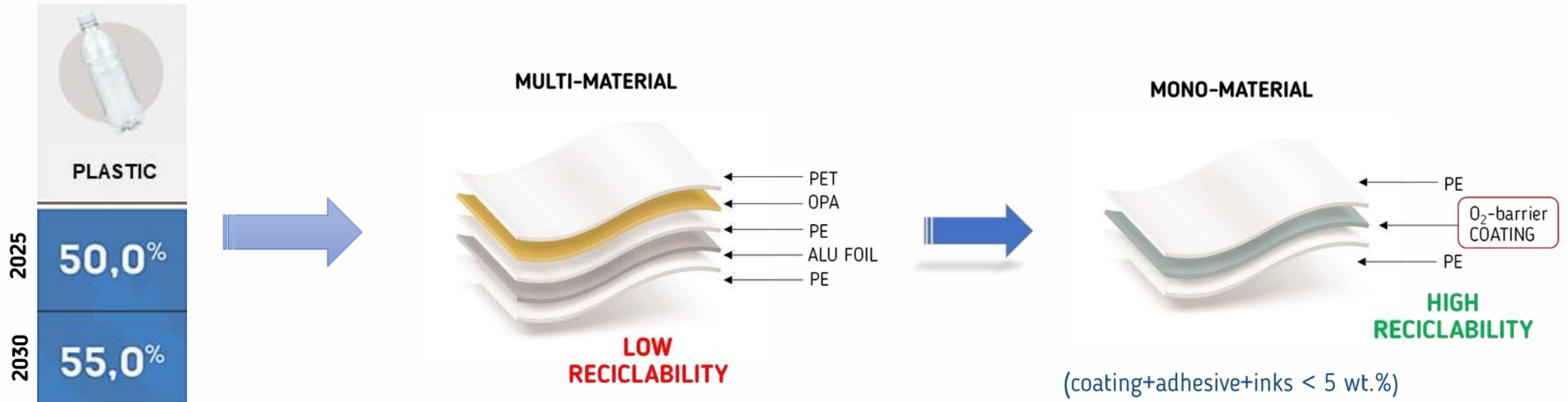
2025/40

REGULATION (EU) 2025/40 OF THE EUROPEAN PARLIAMENT AND OF THE COUNCIL
of 19 December 2024

on packaging and packaging waste, amending Regulation (EU) 2019/1020 and Directive (EU) 2019/904, and repealing Directive 94/62/EC

	PAPER AND PAPERBOARD	GLASS	PLASTIC	ALUMINUM	METALS	WOOD
2030	75,0%	70,0%	50,0%	50,0%	70,0%	25,0%
	85,0%	75,0%	55,0%	60,0%	80,0%	30,0%

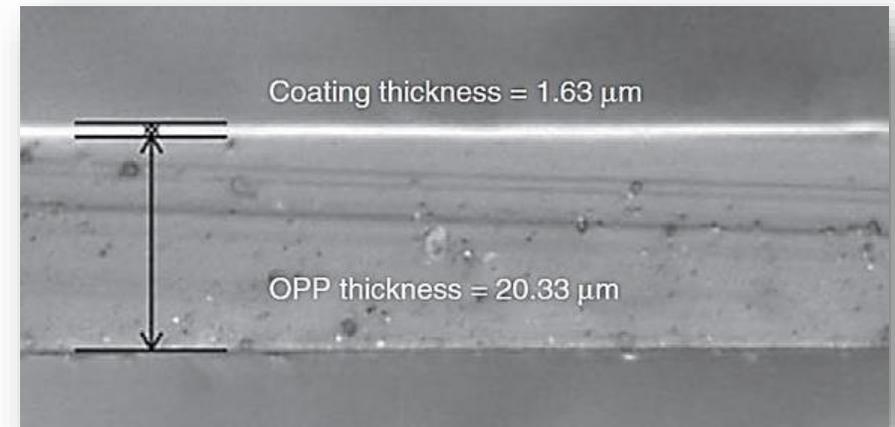
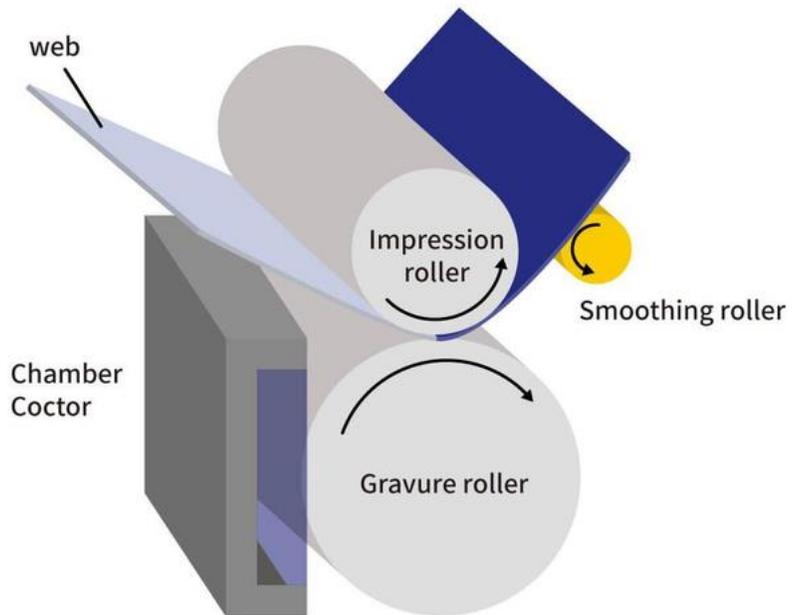
ENHANCING THE RECYCLABILITY OF FOOD PACKAGING MATERIALS



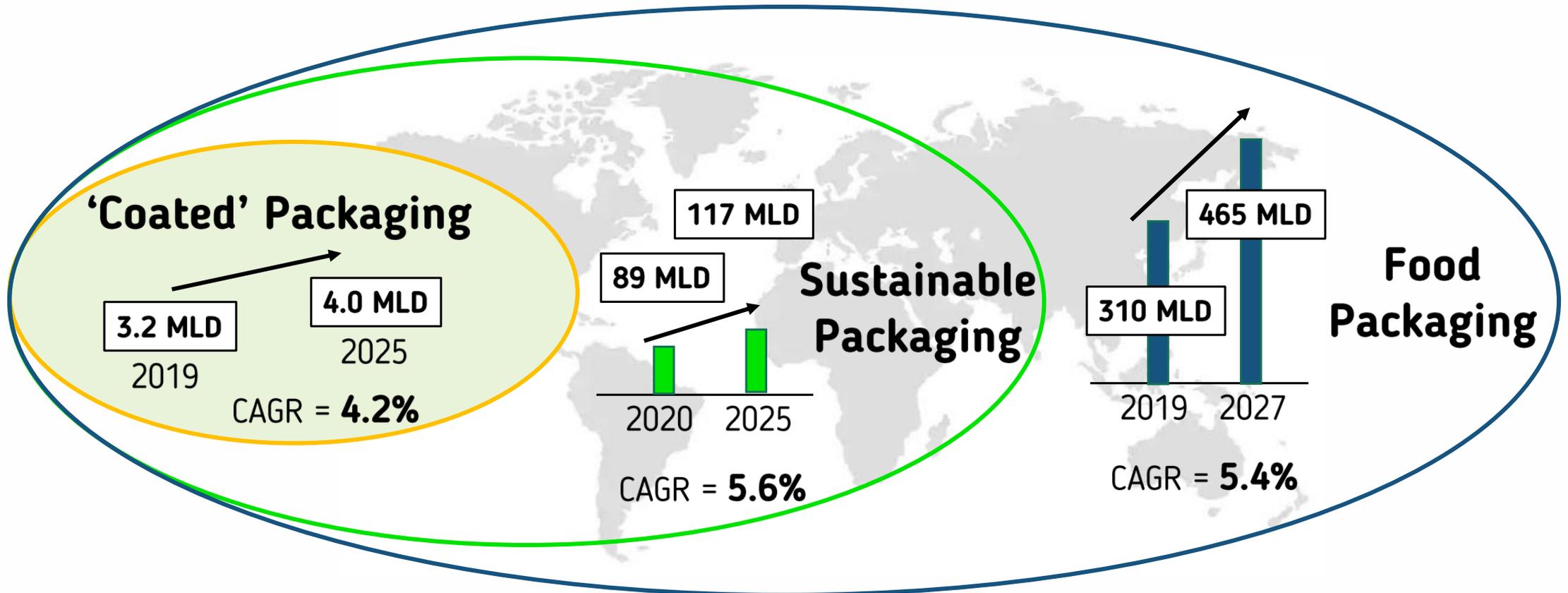
Transition from multilayers to monomaterials

ONE POSSIBLE SOLUTION...

Coating technology as a key enabling technology for multifunctional thin layers



COATING MARKET



SCR PACKAGING srl – Who we are



- *SCR Packaging srl is an innovative start up established in January 2022*



- *MISSION: using coating technology as KET for different packaging sectors (food, pharma, cosmetic, etc.)*
- *Development of new coatings 'from the lab to the industrial line' => generation of know how and new products*
- *600 m² production site nearby Pavia*
- *CAPACITY: 2 tons/day*

SCR PACKAGING srl – What we do

SCR Packaging srl manufactures and sells coating solutions that enable the transition from multilayer, heterogeneous structures to monomaterial configurations.

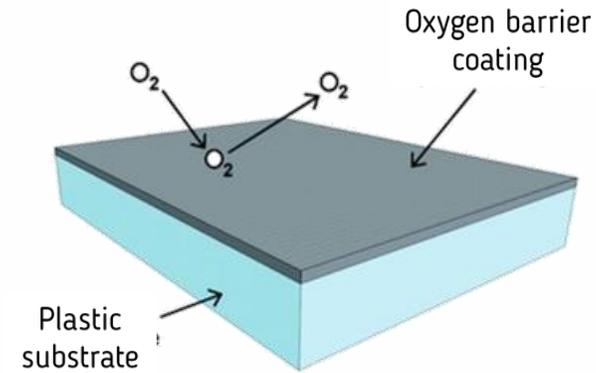
SCR Packaging coatings are unique because they are:

- *100% water-based (no organic solvents)*
- *Bio-sourced (no components of fossil origin)*
- *Adjustable in whatever viscosity-solids combination*
- *Adaptable to most common coating equipment (gravure, flexo, etc.)*
- *Compliant with current legislation (Reg. 10/2011, FDA, etc.)*

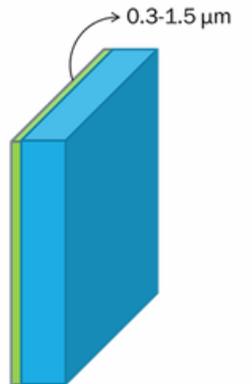


SCR Packaging coatings portfolio:

- oxygen barrier coating (*Barrier-Ox*) (market)
- antifog coating (*Fog-Off*) (market)
- anti-insect coatings (*Insect-Off*) (market)
- anti-scratch coatings
- sealing coatings
- active (e.g., antimicrobials) coatings
- coatings as a barrier against mineral oils
- water-repellant coatings
- friction-modifier coatings



With anti-fog coating



No anti-fog coating

SCR PACKAGING srl – Business model



CONVERTING OPERATORS



Selling coating solutions in drums/IBC



COATING FORMULATORS



Technology licensing / Know-how selling

SCR PACKAGING srl – What we are looking for

We are looking to expand our market by partnering with new players and operators interested in implementing the transition to sustainable packaging solutions through our technology



#EENCanHelp

Book a meeting with: SCR Packaging srl

Stefano Farris
Founder and R&D executive
SCR Packaging srl
stefano.farris@scrpackaging.com

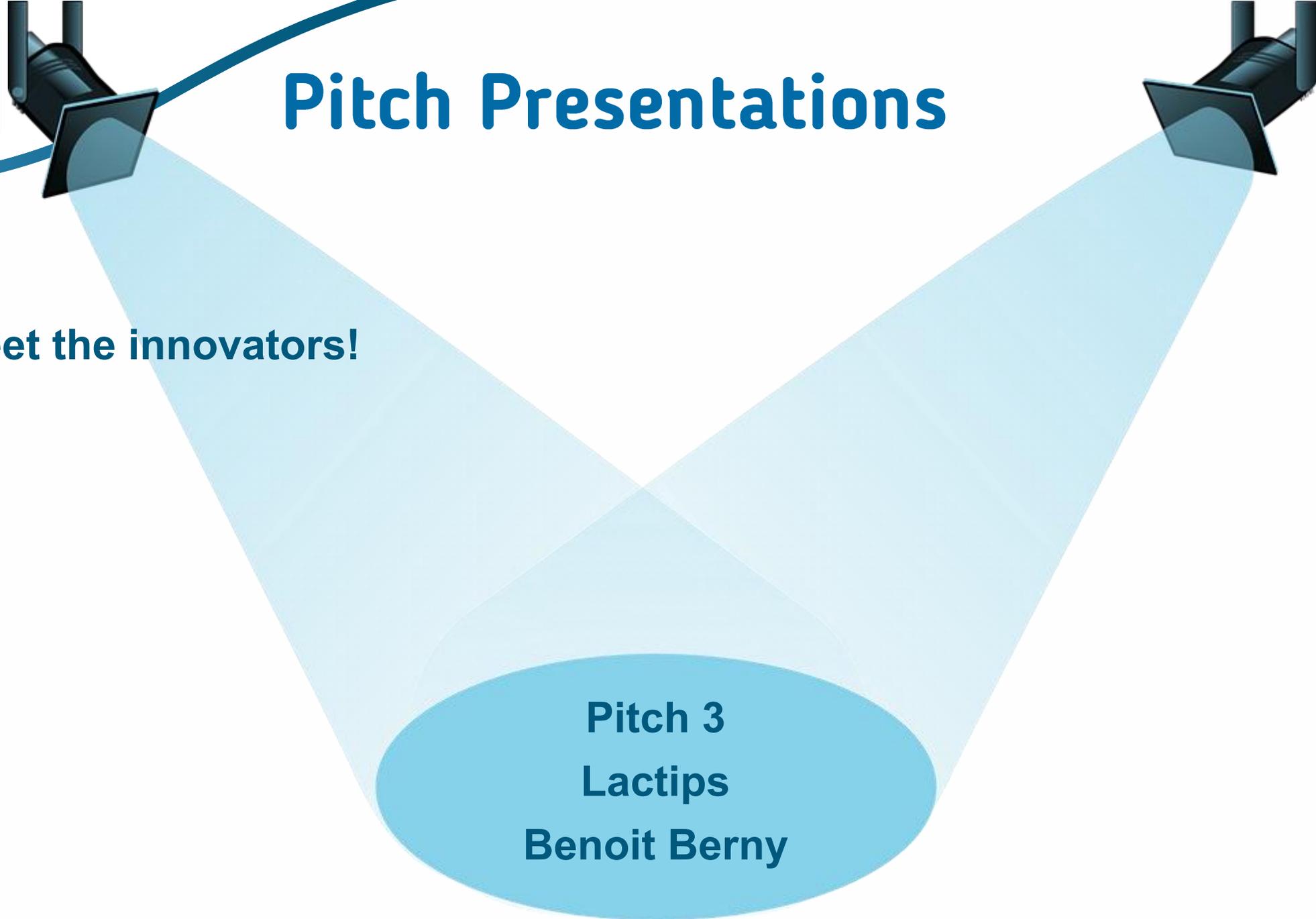


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Pitch Presentations

Time to meet the innovators!



**Pitch 3
Lactips
Benoit Berny**



CARETIPS®

Lactips

Natural Solutions to Microplastics

Benoit Berny

Product Innovation Manager



[SustainableSolutionsMatch](https://www.sustainable-solutions-match.com/)

Lactips

Natural Solutions to Microplastics

- *SINCE 2014*
- *8 PATENTS*
- *1 MISSION*

To lead the revolution against microplastics



CARETIPS®

CARETIPS® adds functionality to your paper packaging

- It provides a safe and planet-friendly alternative to traditional plastics. Entirely bio-based and biodegradable, this natural polymer fits and disintegrates in all environments.



SEALABILITY
BARRIERS
RECYCLABILITY
OK FOOD CONTACT



Added value & Sustainable impact

- **Bio-based:** manufactured with a natural protein and plant-based additives. Unmodified, with no added chemicals.
- **Biodegradable** in all environments and completely non-toxic
- **Water soluble:** When immersed, even at room temperature, our CareTips® pellets dissolve completely in water with no residue.

 NATURAL

 BIODEGRADABLE

 WATER SOLUBLE

 ALIGNED WITH
SUPD & PPWR

 TURNKEY SOLUTION
FOR MANUFACTURERS

#EENCanHelp

Book a meeting with: Lactips

Benoît Berny

Product Innovation Manager

Lactips

berny@lactips.com



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Pitch Presentations

Time to meet the innovators!

Pitch 4
Re-Zip
Bo Bach Boddum



RE-ZIP



RE-ZIP

- tracking and reporting of any reusable packaging

RE-ZIP

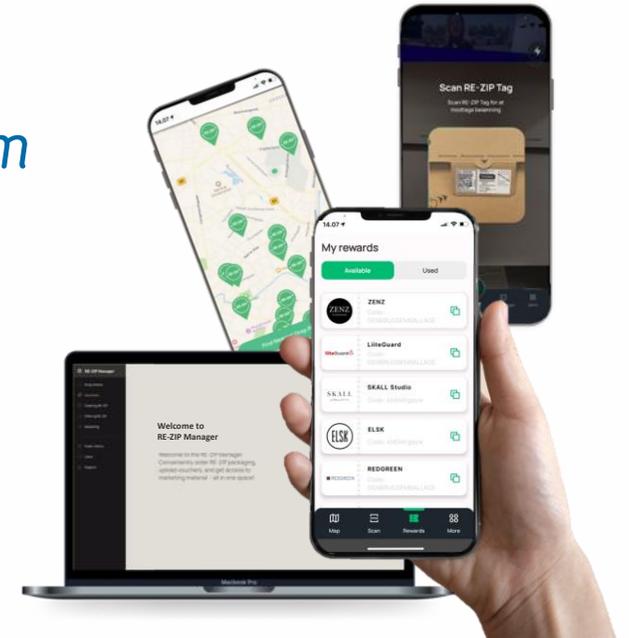
**Bo Bach Boddum
CEO**



[SustainableSolutionsMatch](https://www.sustainable-solutions-match.com/)

All you need, to enter the upcoming reuse market

- Warehouse management and environmental reporting*
- Tracking of any packaging type with data on each individual item*
- B2B and B2C solutions*
- Plug-and-play solutions that can be fully integrated*
- Relevant for packaging producers, wholesalers or distributors*

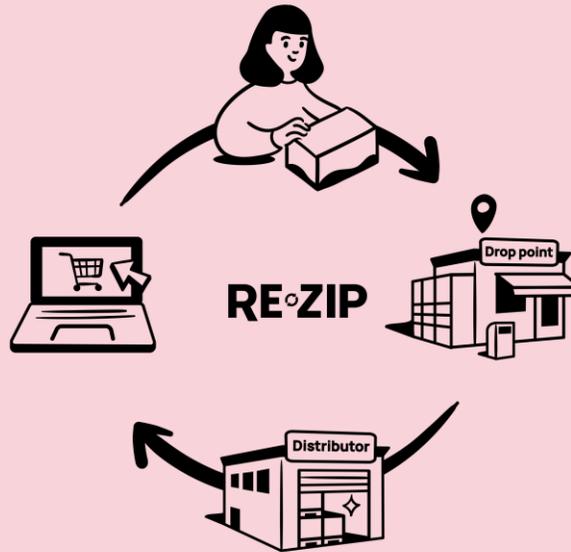


The three elements enabling reuse

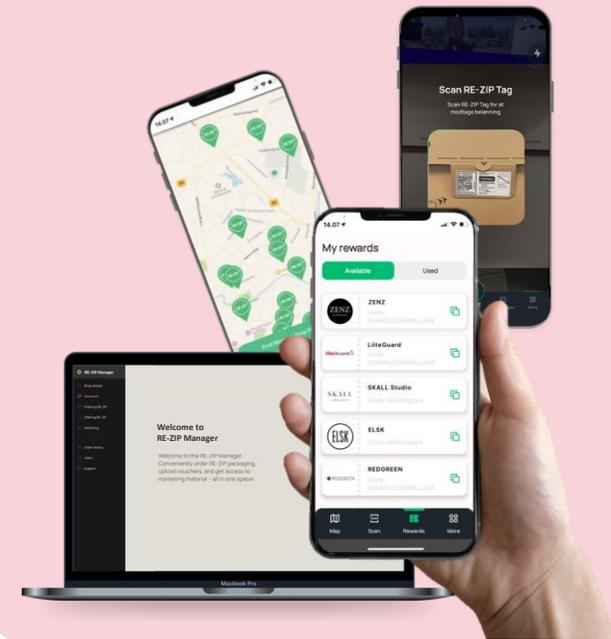
The packaging



The infrastructure

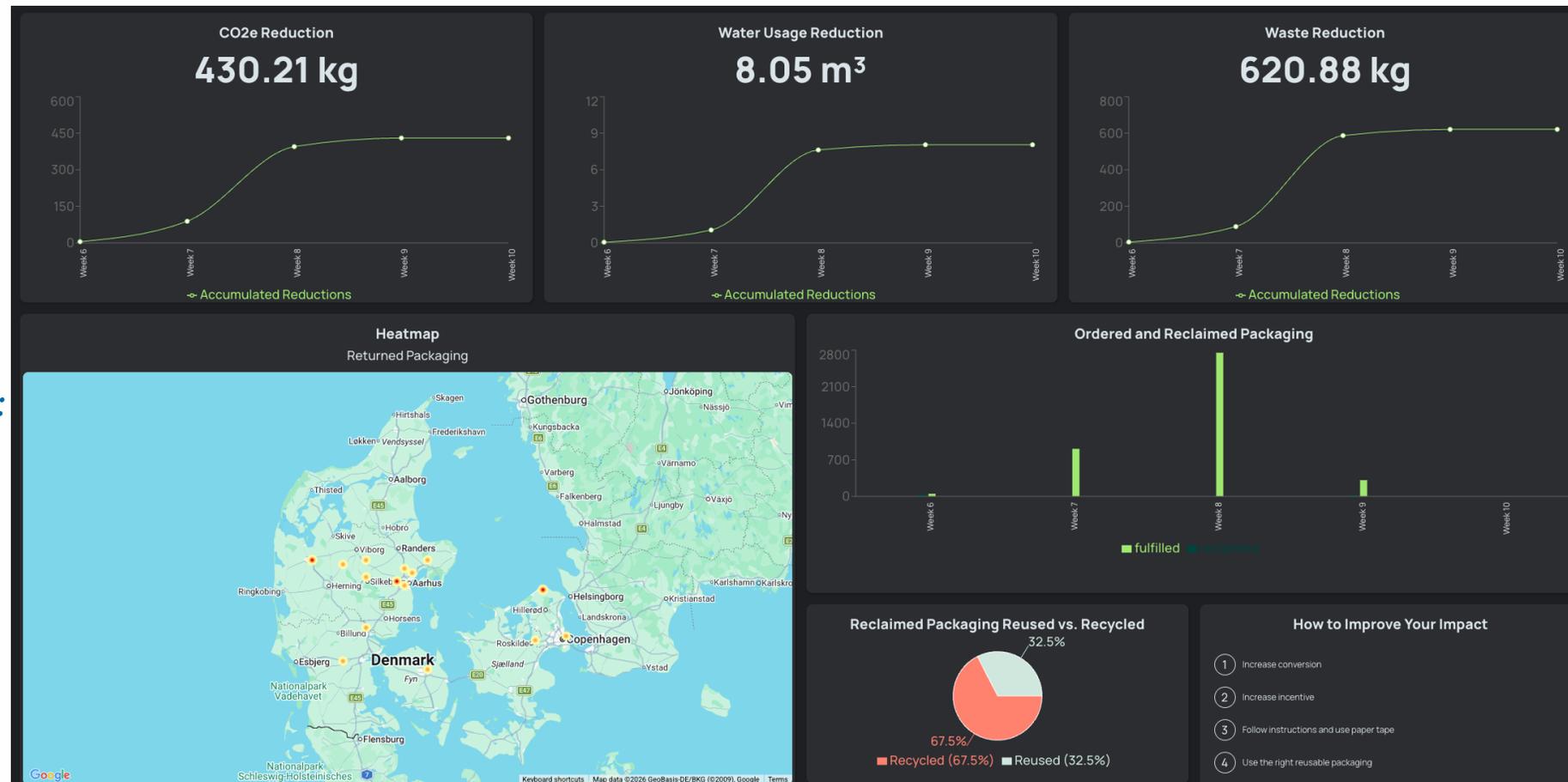


The system



Differential value and sustainable impact

- Fully customizable SaaS solution for any reuse operations.
- 3rd party validated environmental reporting.
- PPWR compliant
- Tested by major operators:
 - RAJA Pack
 - Amazon
 - Austria post
 - ..



Market/Target audience

- *Reusable packaging operators*
- *E-comm business who do not want to send waste to their customers*
- *Manufactures of packaging that wishes to sell PPWR compliant reusable packaging to maintain their market share when the 40% reuse targets are in full effect.*
- *Packaging wholesalers*
- *Logistical providers*

Sustainable and circular innovation needs good networks along the whole value chain.

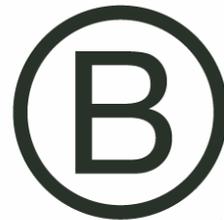
- *RE-ZIP is interested in connecting with reuse operators and companies engaged with reuse in general. We have 7 years of expertise and are eager to share learnings.*

Connect on LinkedIn:



RE  **ZIP**

Certified



Corporation

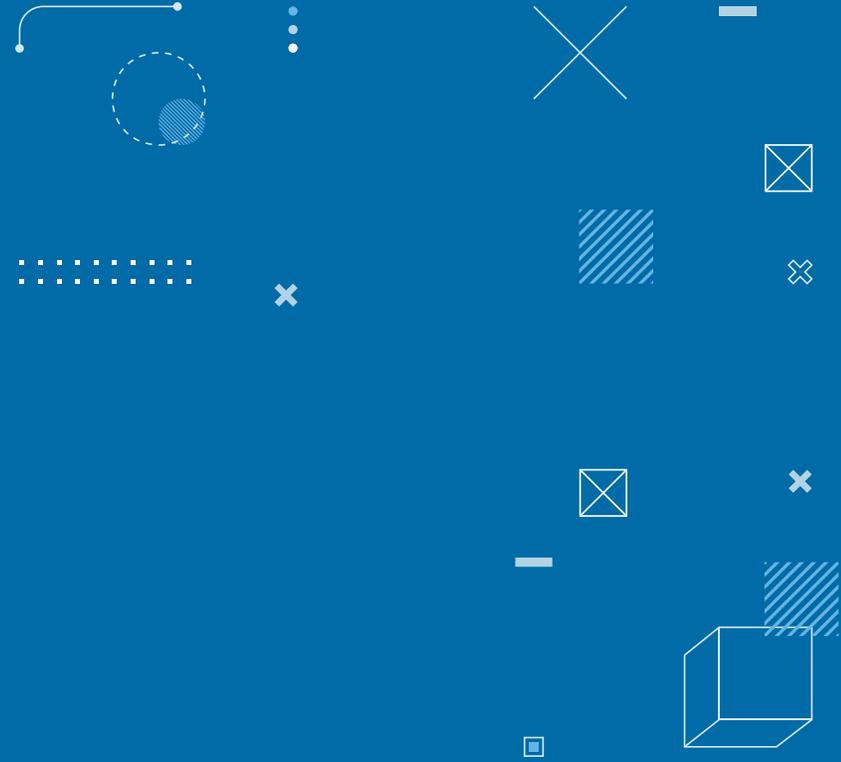
#EENCanHelp

Book a meeting with: RE-ZIP

Bo Bach Boddum
CEO
RE-ZIP
bb@re-zip.com



Connect with me on LinkedIn!



RE-ZIP





Pitch Presentations

Time to meet the innovators!

Pitch 5
B'Zeos
Merz F. Filizoglu



The future of packaging: unlocking seaweed's potential for sustainable packaging

B'ZEOS

Merz F. Filizoglu

Business Development Manager



SustainableSolutionsMatch

Introduction

- Our solution is a **seaweed-based biopolymer** that delivers industrial-scale performance without the environmental drawbacks of traditional plastics.
- B'ZEOS produces **natural polymers from red and brown seaweed**, transform them into **bioplastic pellets** which final converters can process into last consumer products.
- The result is a **bio-based, PFAS-free, home-compostable, non-plastic material, compliant with the EU Single Use Plastic Directive and exempt from the Plastic Tax**

B'ZEOS solution is considered "non-plastic" & is compliant under **Single Use Plastic Directive**



Natural bio-polymers



Bio-based towards defossilation



Home compostable



PFAS-free, no microplastic traces

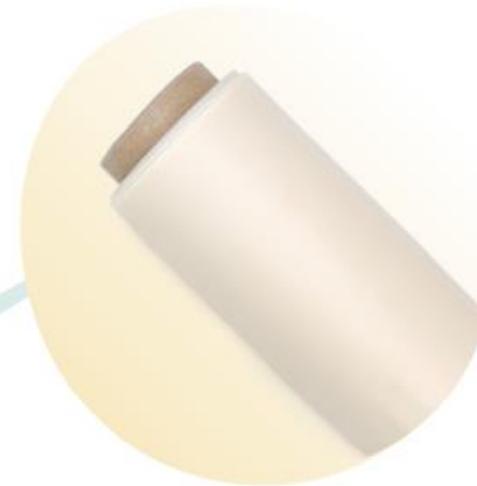
Our value chain: B'ZEOS: Bio-based compounder...



Seaweed Extracts
Biorefinery



Seaweed-Based Pellets
Compounder



Final Packaging Material
Converter



End Products
Industry / Brand owner
(Premium Consumer Goods, Electronics /Appliances, Cosmetics, Pharmaceuticals, F&B etc)

Our Edge: producing innovative seaweed-based pellets



Red and Brown
Seaweed extracts



...transformed into
**Thermoplastic, Seaweed-
based Pellets**

Sourcing edge*

Co-developing with **biorefineries** to **reduce** raw material **cost** and chemical footprint for growth

Technology edge

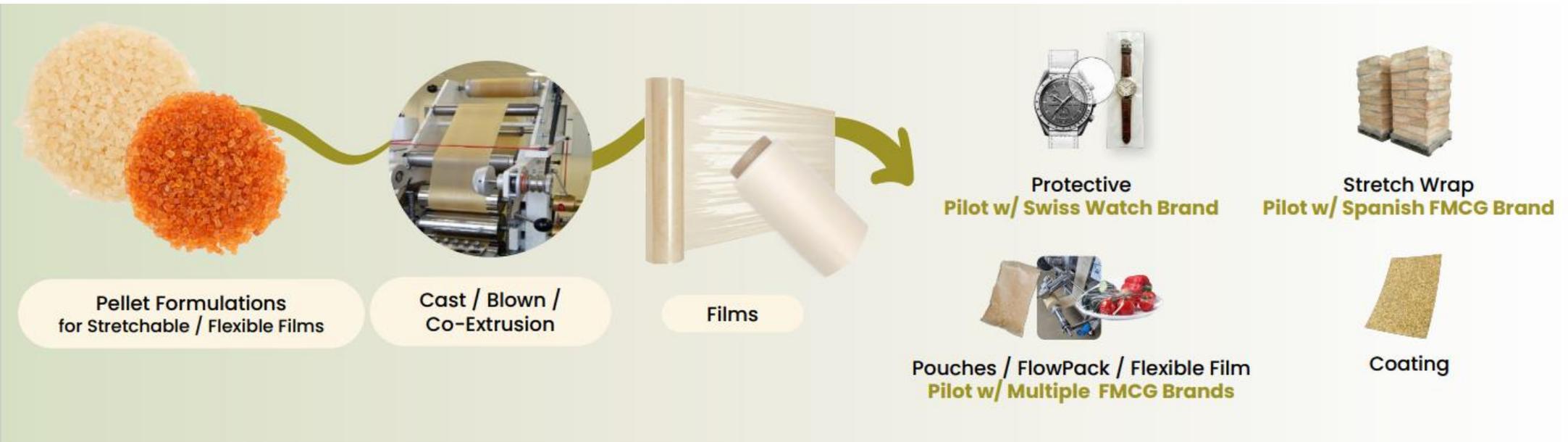
- Acts like traditional plastic
- Fully **compatible with existing machinery**, no capex, plug & play solution for industry adoption
- **Blendable** with other thermoplastics

Market/Target audience - Our industrial compatibility

Plug & Play: Compatible with Industry Processes...

...creating **high performance packaging materials**

...for a wide range of **Applications Validated across 5 pilots**



Sustainable and circular innovation needs good networks along the whole value chain.

We are seeking partnerships with companies focused on enhancing supply chain sustainability. Specifically, we support those

- *Looking to transition to sustainable **logistic stretch wraps**,*
- *Considering advanced **protective film formulations** for high-value goods,*
- *Developing future proof **SUPD-compliant flowpack applications**.*

#EENCanHelp

Book a meeting with: B'ZEOS

Mert Furkan Filizoglu
Business Development Manager
BZEOS
mert.filizoglu@bzeos.com

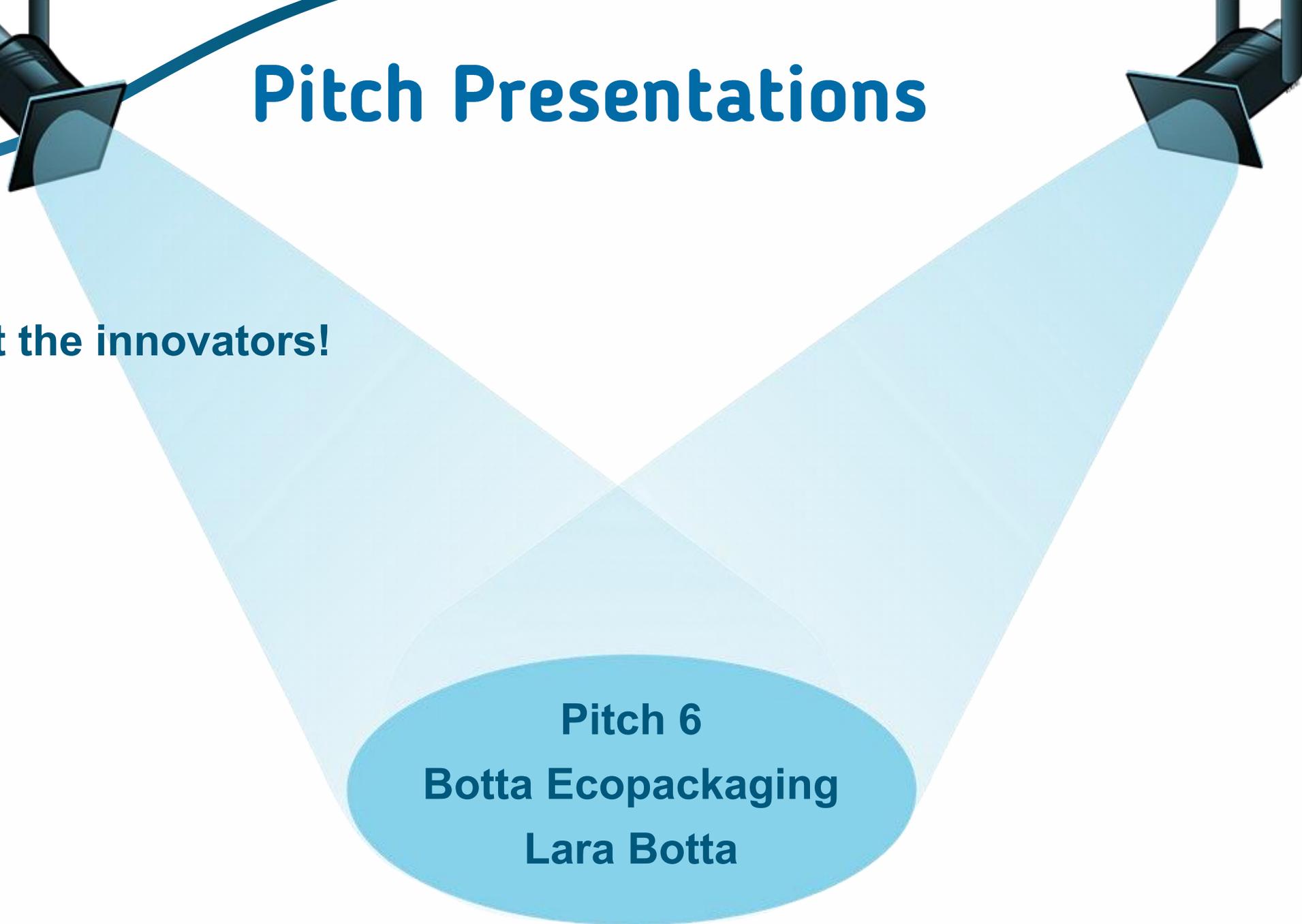


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Pitch Presentations

Time to meet the innovators!



Pitch 6
Botta Ecopackaging
Lara Botta



Fixing inefficiencies that cost retailers money every single shipment

BOTTA EcoPackaging

Lara BOTTA
Vice President



SustainableSolutionsMatch

Have you ever asked yourself...

Are you still using **double biadhesive tapes** on every box “just in case” it’s returned?
But...how many of those returns actually need it?

How much **padded protection** do you really need for soft goods if the material itself
doesn’t add bulk or weight?

And when your packaging reaches the end of its life, are you **paying again** through
landfill charges, recycling confusion, and brand reputation issues?

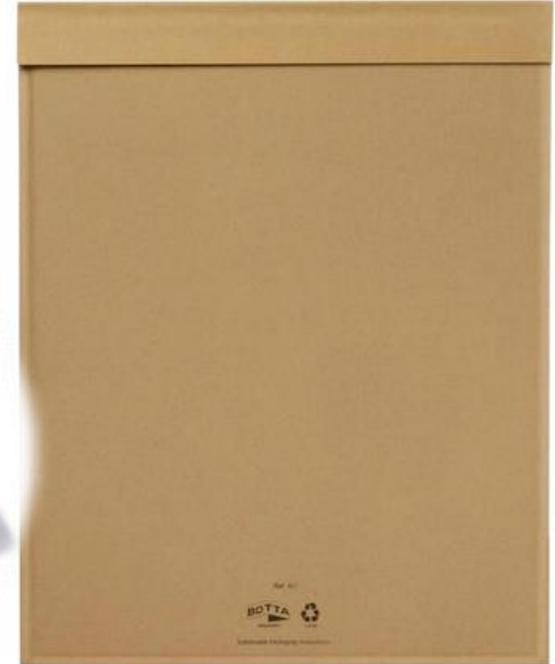
→ **Retail and ecommerce packaging is often over-engineered: too much material, too much tape, too much waste.**

The problem:

Soft goods like textiles are often shipped in packaging designed for fragile products. The result: **too much padding, too much volume, too much air transported.**

This creates:

- higher shipping costs
- unnecessary plastic use
- inefficient space utilisation in transport
- poor recyclability



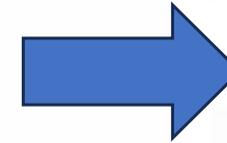
- Paper padded envelope with **corrugated paper cushioning. Fully PAPER RECYCLABLE.**
- Reduce greenhouse gas emissions by 210.01 kg CO₂e per 1,000 units compared to virgin paper alternatives.*

*The environmental impact estimates were made using the Environmental Paper Network Paper Calculator version 4.0. For more information, visit www.papercalculator.org

ECO-PAPER STRAPPING

The problem:

- Single-use plastic strapping and securing materials are still widely used to hold displays and products in place.
- This causes:
 - unnecessary plastic in retail handling and disposal
 - poor alignment with retailer sustainability goals
 - higher waste management cost and complexity



- **Fully recyclable, paper-based**
- *Compatible with existing handling practices without compromising strength*

The problem:

Double biadhesive is applied systematically, even when **most shipments are never returned** and **most returns don't require resealing**.

This leads to:

- excess adhesive consumption
- slower packing lines
- more waste per shipment
- higher material costs with no added value



ECO-LOCK CARDBOARD BOX



- Cardboard box with a **patented self-locking system**
- Secure closure **without unnecessary biadhesive tapes**
- Protection ensured by **structural design using actual return and damage data**



SustainableSolutionsMatch



Who applies our solutions (target customers):

Ecommerce and
omnichannel retailers

- Fashion and textile brands
- Packaging SMEs serving
retail and logistics clients

Who we collaborate with (partners):

Industry associations and sustainability
networks

Logistics and fulfillment providers
optimizing volume and returns

Packaging converters and material
suppliers co-developing solutions

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Book a meeting with: BOTTA EcoPackaging



Lara BOTTA
Vice President
BOTTA EcoPackaging
lara.botta@botta.it



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Pitch Presentations

Time to meet the innovators!

Pitch 7
Supaso
Fabian Gems



SMART INSULATING PAPER PACKAGING

SUPASO

**Fabian Gems
Co-Founder**



SUPASO
SUSTAINABLE PACKAGING SOLUTIONS



SustainableSolutionsMatch

Problem: PACKAGING IS BROKEN

- *Today's secondary packaging is wasteful and outdated, often relying on bulky plastic foams or oversized boxes that increase emissions and cost.*
- *Especially in critical sectors like food and pharma, the need for recyclable, scalable, and intelligent insulation is urgent – but current solutions fall short.*



Our Solution: SMART INSULATING PAPER PACKAGING

This is where our SUPASO technology steps in:

- our patented process creates **custom-fit, high-performing** insulating paper packaging inlays using **incurring in-house paper waste** – no molds needed.



PROVEN IMPACT

- At our pilot plant in Hartberg, we replace styrofoam for a new customer every 3 days. Over 400 B2B clients have switched to SUPASO for **temperature-sensitive shipping** since the start of our production.



+400 B2B-CUSTOMERS

+1.000.000 PACKAGING UNITS SOLD

Wide range of sectors

- *FOR DIFFERENT INDUSTRIES*



Food



Pharmaceutical



Pet Food

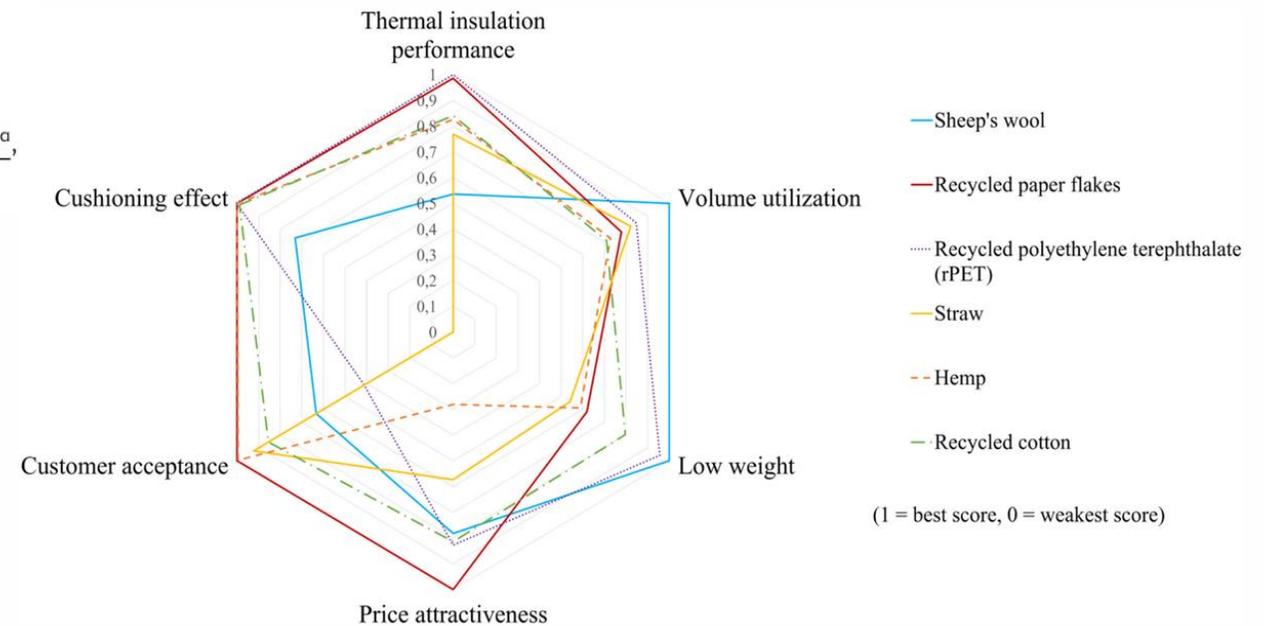


Special

Scientifically verified through research institutions

Sustainable insulation materials for E-grocery shipments: A multi-criteria evaluation

Cecilia Nicoletti ^{a,c}, Sarah Pfoser ^b  , Manuela Brandner ^b, Bernhard Blank-Landeshammer ^a, Marion Dornmayr ^a, Julian Weghuber ^{a,c}



Team & Ask

WITH A MISSION

With our team of 12 packaging and insulation experts, we are committed to ***making a world without packaging waste a reality.***

We are looking for customers, distribution partner and potential future license partners for our machine technology!



Fabian Gems
Co-Founder, CEO



Georg Lackner
Co-Founder, CTO

#EENCanHelp

Book a meeting with: SUPASO

Join our mission for a world without packaging waste.

Fabian Gems

Co-Funder

SUPASO

+43 660 5760797

fabian@supaso.eu



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SUPASO
SUSTAINABLE PACKAGING SOLUTIONS





Pitch Presentations

Time to meet the innovators!

Pitch 8
Ebb & Flow Keg
Deandra Anderson



Paradigm shift: circular wine value chain



Ebb & Flow Keg GmbH

Deandra Anderson, Co-Founder
Frankfurt am Main, Germany



SustainableSolutionsMatch

Introduce your sustainable solution

- *Ebb & Flow Keg provides a circular wine distribution system that replaces single-use glass bottles with reusable stainless-steel kegs. Organic wines are filled into kegs, delivered to restaurants, bars, festivals, hotels, and event venues and served directly on tap.*
- *After use, the kegs are returned, cleaned, and refilled, creating a closed-loop system that reduces packaging waste, lowers logistics effort, and cuts CO₂ emissions by up to 40% compared to bottled wine.*

If relevant, give further details on the technology/process

- *The solution is highly adaptable across hospitality and event environments. It works in restaurants, large-scale festivals, stadiums, catering operations, hotels and cruise ships - any setting where beverages are served by the glass.*
- *Wine-in-kegs is easily integratable with standard tap infrastructure and scalable logistics, it can crossover to different liquid food goods while supporting circular economy practices in the beverage and liquid food industries.*

Describe your solutions differential value and sustainable impact

- *Ebb & Flow Keg supplies organic wines exclusively in reusable stainless-steel kegs that can be used for up to 30 years.*
- *Ebb & Flow Keg stands out through its own circular supply chain and connecting the links between wine sourcing, filling, distribution of reusable packaging - non-existent in the beverage and wine industry in Germany.*
- *This approach creates measurable impact: it reduces CO₂ emissions by up to 40% per liter of wine compared to glass bottles, significantly lowers packaging waste and streamlines logistics by replacing around 27 bottles with one 20-liter keg.*

Market/Target audience – Who can apply your solution?

- *The closed-loop system enables hospitality businesses and events to serve high-quality wine while reducing their environmental footprint and operational waste.*
- *Ebb & Flow Keg's solution benefits hospitality and event operators that serve wine-by-the glass at scale and want to reduce waste, logistics and emissions. This includes restaurants, bars, hotels, caterers, festivals, stadiums and event venues that seek efficient service, consistent quality, and more sustainable operations.*

Sustainable and circular innovation needs good networks along the whole value chain.

- *Rethink, reduce, reuse*
- *Ebb & Flow Keg is interested in connecting with distribution and logistics partners that are interested in lowering logistic and transport emissions surrounding reusable packaging. Hospitality and retail groups that want to integrate circular beverage solutions into their operations over the long run.*
- *Open to collaborations packaging innovators and educational institutions that educate the next generation and aim to elevate circular packaging as the norm and not the extraordinary within the beverage, liquid food and hospitality industries.*

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Book a meeting with: Ebb & Flow Keg GmbH

Deandra Anderson
deandra@ebbflowkeg.com



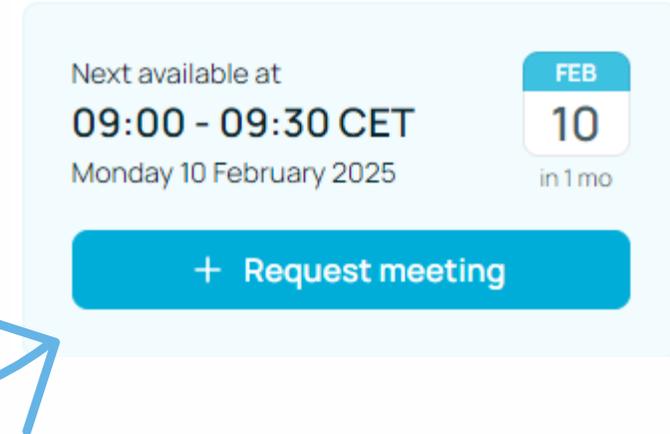
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Closing Remarks

A big thank you to all pitchers and attendees!
We appreciate your participation today.

If you'd like to connect with any of the pitching companies, please use the matchmaking tool to **book a meeting!**



Next available at
09:00 - 09:30 CET
Monday 10 February 2025

FEB
10
in 1 mo

+ Request meeting

A blue arrow points from the text 'to book a meeting!' to the '+ Request meeting' button.

Need support? **Enterprise Europe Network is here to help!**

Reach out to your local Network partner:

<https://een.ec.europa.eu/local-contact-points>

#EENCanHelp

Thank you!

Susy Longoni

Head of International Projects

Innovhub SSI

susy.longoni@mi.camcom.it



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