

Safe to Reuse

Dirty until proven clean

Serialization, operations, and the paperwork that
turns hygiene into an advantage.

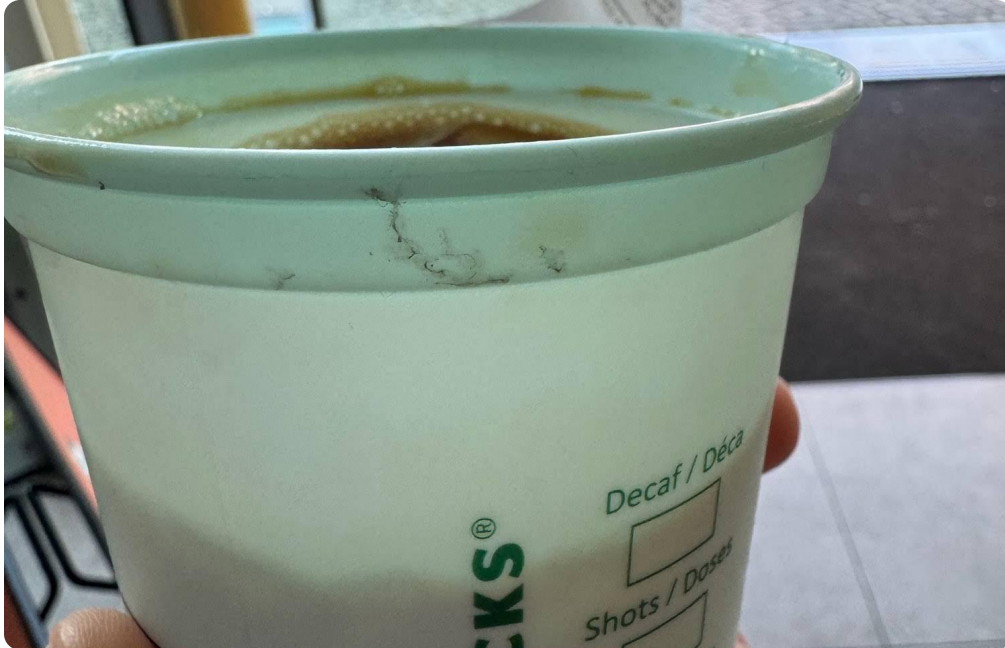
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Zero Waste Europe • Safe to reuse
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Would you put your lips here?

Hygiene is a non-negotiable topic for reuse packaging. It is so crucial that one single accident can derail years of work.



STAINING AND RESIDUE ON THE RIM



DRIED RESIDUE ON THE INNER WALL

Both of these were in circulation. Neither had a validated wash process or a single test behind it.

Hygiene ≠ cleanliness

Visible

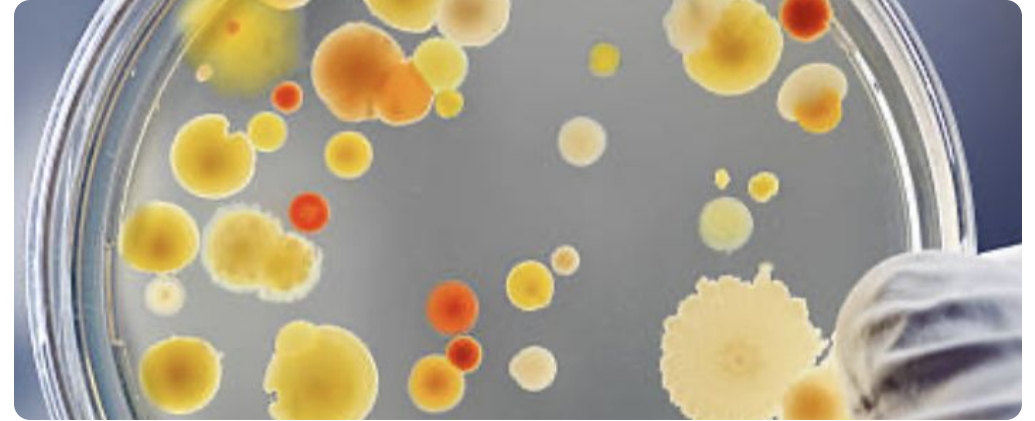
Decided in two seconds before the first sip.
Residue, staining, scratches, odour.



- Has to be pristine, every cycle
- Judged before anyone drinks
- Rejected during the washing process

Invisible

Bacteria and viruses on the surface people drink from.
Invisible to human eye.



- A cup can look perfect and still fail
- Only a swab tells you
- This is the part that can makes people sick

BITOMIDA

SMOOTH
DESSERTS

Hier die Einfach Melange

Invisible: what a swab actually measures

Method	Contact plate sampling based on DIN EN ISO 18593
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Parameter	Aerobic mesophilic total colony count
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Limit	Maximum 15 CFU, not exceeded
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Pathogens	No organisms hazardous to health, at all
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Timing	Sampled directly after cleaning
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Additional	ATP rapid test as a second check
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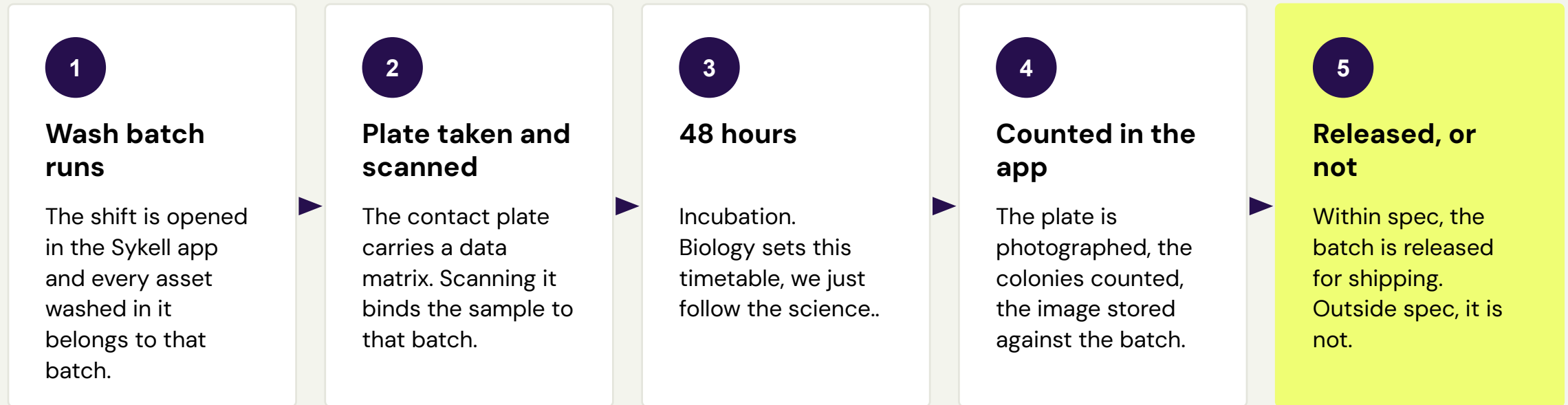
■ ONE PLATE, ONE BATCH, ONE RECORD

The process behind the result

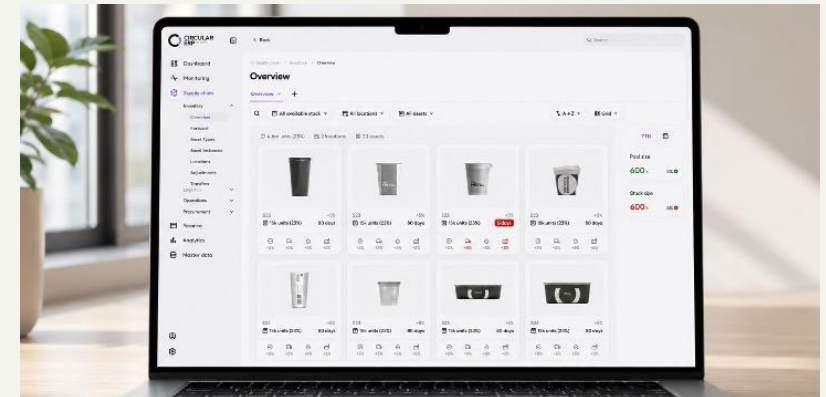
Validated wash at about 65 °C with food-grade chemistry, rinse and drying, roughly 10 minutes per cycle, monitored by video. Water from reverse osmosis, changed daily and analysed on a fixed schedule. Nothing exotic in any of it.

The plate decides whether it worked.

The batch does not ship until the result clears



Every asset in the batch carries that result. The system releases the batch, and the information is available at any point for future reference and cross-checks.



It starts with giving every cup a name

Serialization: every asset carries its own identity from the moment it is produced, by RFID, data matrix, barcode or serial number. The first hygiene and quality passport for packaging.

■ One item, one record

Inspection images, wash cycles, lab results and defects attach to a specific cup. Nothing is an average of a batch.



■ Recorded by the process

The Circular ERP and the wash line are integrated, so the record is produced by the operation itself and never written up afterwards.



■ Traceable both ways

From one cup back to its facility, shift, batch and material lot. From a material lot forward to every item carrying it.

The complex part is building it once. After that, a record costs almost nothing. That is why the standard holds as volume grows, and why aiming at zero escapes is an economic decision we can actually make.

Single use: nobody is checking the item you hold

32 of 42

European take-away paper items tested were deliberately treated with PFAS. Many of them were labelled biodegradable or compostable.

229

migrating and extractable chemicals identified in finished PVC food contact articles, out of around 470 additives in use.

24%

of samples exceeded legal migration limits in an EU enforcement campaign on PVC gasket lids. A 2022 Swiss campaign found 27 of 109 non-compliant.

20%

of a paper pack's weight can be plastic. Plastic-coated paper meets the Single-use Plastics Directive definition of single-use plastic.

What we hand over instead

- PP with no additives
- Declaration of Compliance
- Migration test reports
- Material data sheets
- Batch information and supplier declarations
- Re-certified on any change of process, base material or supplier

What we test against

■ FOOD CONTACT MATERIALS

- Regulation (EC) No 1935/2004
- Regulation (EC) No 2023/2006 (GMP)
- Regulation (EU) No 10/2011 (plastics)
- Bisphenol free per Regulation (EU) 2024/3190
- REACH (EC) No 1907/2006, free from SVHC
- Free from PFAS
- German consumer goods regulation

■ FOOD HYGIENE

- Regulation (EC) No 852/2004
- HACCP concept per ISO 22000
- Good Hygiene Practice
- ENFIT certification HQF 3.0

■ PACKAGING AND ENVIRONMENT

- PPWR
- Verpackungsgesetz
- Kreislaufwirtschaftsgesetz

Compliance is proved during production and re-certified whenever the process, the base material or the supplier changes. It is a small price to pay to keep our clients protected and confident of our quality process.

Safety is the competitive advantage

- **An item you can identify**

Serialization gives every asset its own code, its own inspection images and its own cycle history.

- **A batch you can block**

Integration with the wash line means nothing leaves the facility until the result is in and inside spec.

- **A document set you can hand over**

To a retailer, to an enterprise customer, to an authority, without preparing anything new.

Consumers are right to demand the highest standard.

Reuse is the only format that can show them it was met, on the item in their hand.

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