



# UP solutions

**Now|New|Next is launching a new service to assist brand owners in making their companies SUP-proof. We call our new service: SUP Solutions.**

## The issue at hand

Around half of all the litter in the sea and on our beaches consists of Single Use Plastic (SUP) products and packaging. And if we continue to sit on our hands and do nothing about it, this is only set to increase. A significant part of the problem is down to changing consumer behaviour, in which 'take away' and 'to go' occupy key positions. Ariane van Mancius of NowNewNext: "Convenience is a major driver in the food and packaging industry, however your convenience tends to generate a much larger inconvenience for the environment". Fast and easy food is and always has been popular with the younger generations. The corona crisis has recently shunted many restaurants and food outlets onto the 'take away' track. There is plenty of evidence of business owners forced by circumstances into this formula expressing an inclination to continuing with it, even when everything returns to something resembling 'normality'.



Ariane van Mancius of NowNewNext: "Your convenience is highly inconvenient for our planet"

## Why the urgency?

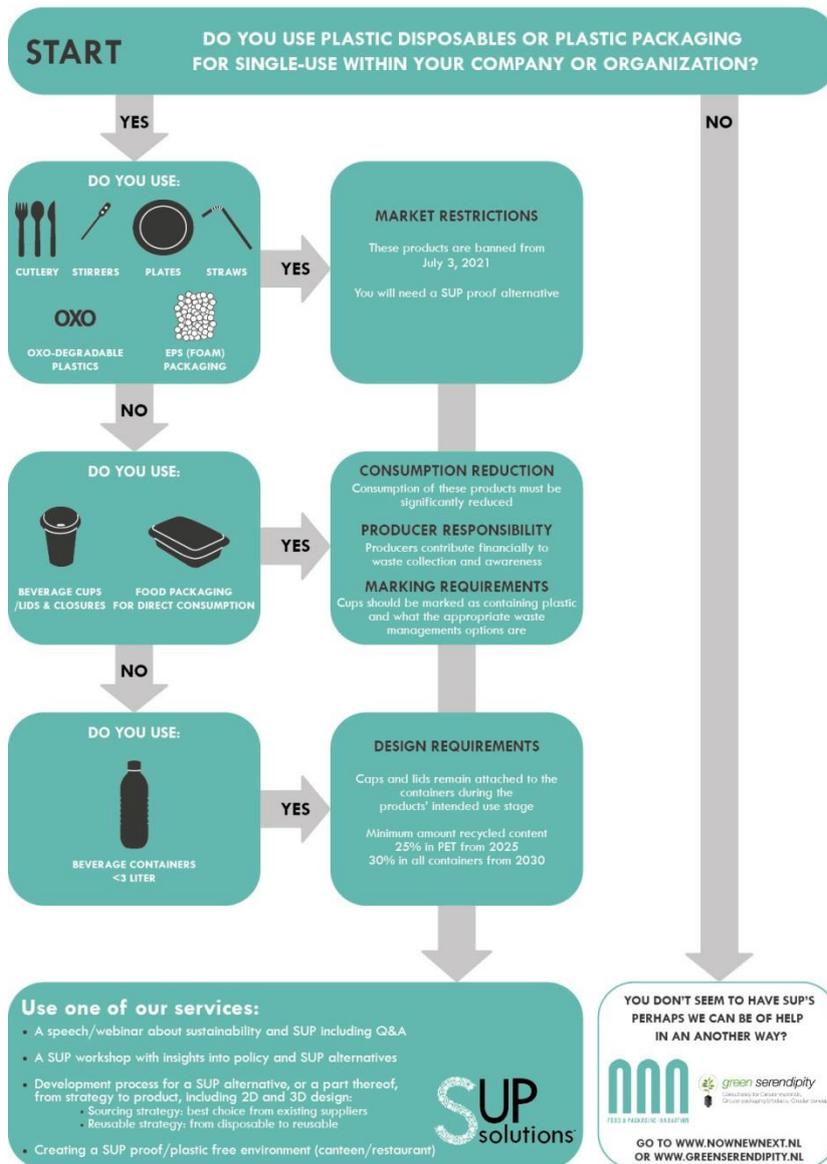
The European Commission has expressed extreme concerns about this trend and as a reaction accelerated the adoption of guidelines to reduce SUPs by introducing a number of measures. The key one is that from 3 July 2021 there will be a trade ban on SUP products such as stirrers, straws, single use plates, cutlery and cups made from specific materials. The list also includes balloon rods, cotton buds and all oxo-degradable plastics. SUP-proof alternatives will need to be found for all of these products. What about bioplastics? Unfortunately, most bioplastics also fall foul of the proposed SUP ban. Only if these consist entirely of natural fibres will such materials be exempt.

Other packaging must be designed such that the risk of it becoming litter is significantly reduced. Caps and lids of bottles, for example, must remain attached to the bottle after use.

# Whom will this affect?

It is the producers of disposables and the packaging industry which will be tasked with finding solutions. Brand owners who use SUP products to package and supply food and drinks will of course also be required to take on their share of the responsibility. They will need to seriously consider how to innovate SUP-proof solutions. To explore and act on ideas such as return systems, waste collection and disposal. To choose between reusable alternatives or creating disposables made from SUP-proof materials. All of this will need to be executed properly and: rapidly. Everything has to be in place inside twelve months; there's no time to lose.

## SUP'S IN FOOD & PACKAGING



Disclaimer: This information is intended as an overview of the most important measures in place, for food relevant product categories. It is not a complete overview of the SUP Directive (EU 2019/904). Also, some measures are subject to European and national laws and regulations that are yet to be published. In addition, national laws and regulations may differ per country and may be more extensive than only Directive EU 2019/904. Also, the text has been translated into Dutch. The information, using sources mentioned to be reliable and wishing to obtain information that is as correct as possible. The text does not guarantee the correctness, completeness and timeliness of the information provided.

## Who to turn to?

With the support of Green Serendipity, NowNewNext can assist companies with this process; two independent companies, specialists in packaging and sustainability. Caroli Buitenhuis of Green Serendipity: “The aim is to make disposables and packaging fit with our natural ecosystems”. Combined, the two enterprises possess the full knowledge, creativity and skills to innovate solutions for the SUP issue. Their strength is focused on sustainable disposables and packaging for (company) caterers, fast food chains, roadside service stations and restaurants, supermarkets, the aviation industry and airports. Or, to put it succinctly, across four channels: foodservice, petrol, retail and airline.



Caroli Buitenhuis of Green Serendipity: “The aim is to make disposables and packaging fit with our natural ecosystems”.

## Concretely, what can SUP Solutions do for you?

SUP Solutions has the entire process covered: from policy, strategy and advice through to concrete solutions (both in 2D and 3D), as well as assistance with selecting suitable suppliers. A one-stop-shop, if you like. However, you can also opt to have us consider just a single element of the process.

Other possibilities include brainstorming sessions, complemented by knowledge sharing via workshops, lectures and presentations.

## Some companies have already gone before you

SUP Solutions’ activities have already been put in place for a Dutch aviation company, an international restaurant chain and a number of international disposables suppliers.

Therefore, absolutely every reason to get in touch. You can send an email to [Ariane@nownewnext.nl](mailto:Ariane@nownewnext.nl), who can provide you with the details. Tip: do it quick, 2021 is already on the horizon.