



**Dr. Fabian Barthel**

Nach Carsharing jetzt Bowlsharing

**Vytal**



**Framing the Sharing Economy**

Enabling Digital Platforms and other Sharing Agents

Vytal Das  
Mehrwegsystem.

# NACH CARSHARING JETZT AUCH BOWL SHARING.



BERLIN | 24 MARCH 2023



Vytal

# OUR VISION

A take-out system without single-use waste. Customers enjoy food & drinks in high-quality reusable packaging because it is easy and convenient.



**Vytal** The reuse system.



MADE IN GERMANY



Copyright © 2023 by Vytal. All rights reserved.

# HIGH-QUALITY PACKAGING WITH UNIQUE QR-CODE

Allows tracking of individual containers



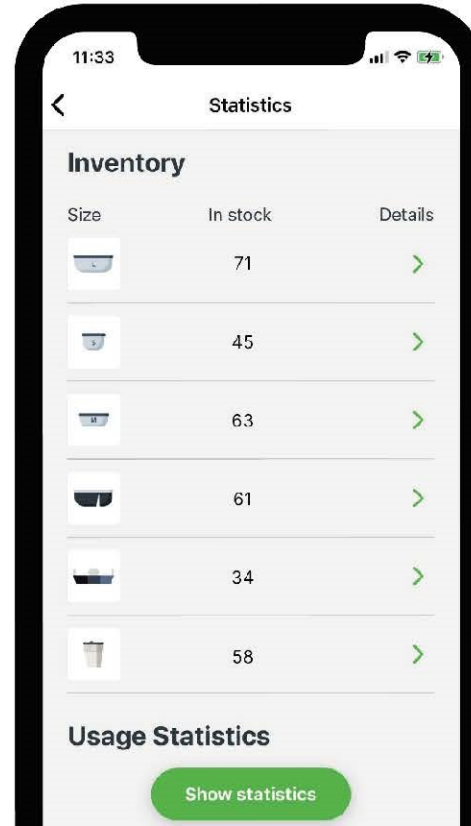
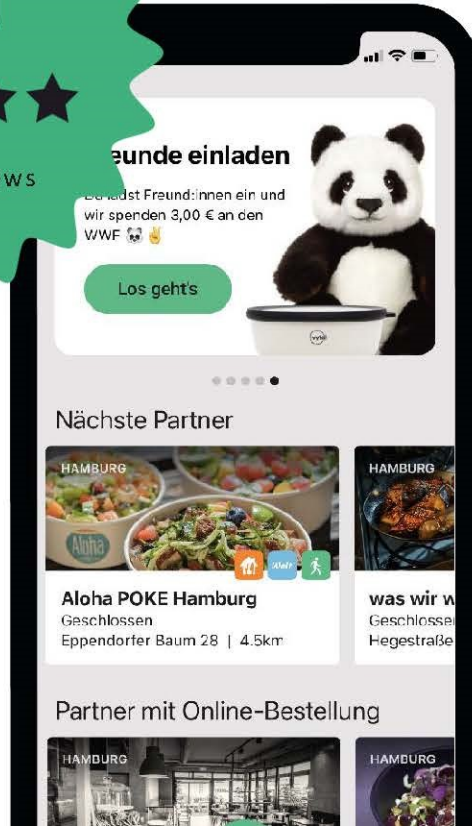


# DIGITAL PLATFORM WITH TWO APPS

Backend to operate a reusable packaging system



**USER APP**



**RESTAURANT  
APP**



# WE PROVIDE PACKAGING-AS-A-SERVICE



## For users

- Library-system: Set up an account and borrow containers
- Free-of-charge for 14 days
- Users buys container automatically if not returned



## For partners

- Packaging-as-a-service
- Pay-per-use
- Free replenishment of new containers and pick up of unused containers



# LARGEST DIGITAL REUSABLE PACKAGING SYSTEM GLOBALLY

**11 COUNTRIES**  
**+6,200 PARTNERS**  
**+5.8M AVOIDED DISPOSABLES**  
**+430,000 REGISTERED USERS**  
**5 DAYS AVERAGE RETURN TIME**  
**99.2% RETURN RATE**



# WHY WE DON'T WORK WITH DEPOSIT

Deposit is an inefficient way to organize a reusable packaging system

## Low acceptance

A high deposit represents a hurdle for the use of reusables, since customers perceive the products as more expensive



Vytal customers can borrow any number of packaging for free

## Low environmental impact

A deposit does not offer any incentive to quickly return the reusable containers: with a return rate of 75%, the average cup is only used 4 times – and after 10 cycles, only 6 cups are left in the system



Automatic purchase after 14 days leads to a return rate of 99.2%

## High cost

Handling deposits is expensive: payment processing fees for (margin-free) deposits, high risk of theft since containers can be exchanged for cash, separate booking of deposits with 0% VAT and the creation of reserves are necessary



There is no deposit handling and Vytal containers can never be exchanged for cash





# OUR INCENTIVES ARE FULLY ALIGNED WITH IMPACT

Business model is based on sharing economy principles

We remain owner of the containers



The longer a container lasts, the better for us (and the environment)

We charge per use



We only make money when the containers are used and turn quickly (good for the environment)

We generate more revenue over the lifetime of a container than when selling it



We benefit from high-return rates (good for the environment)

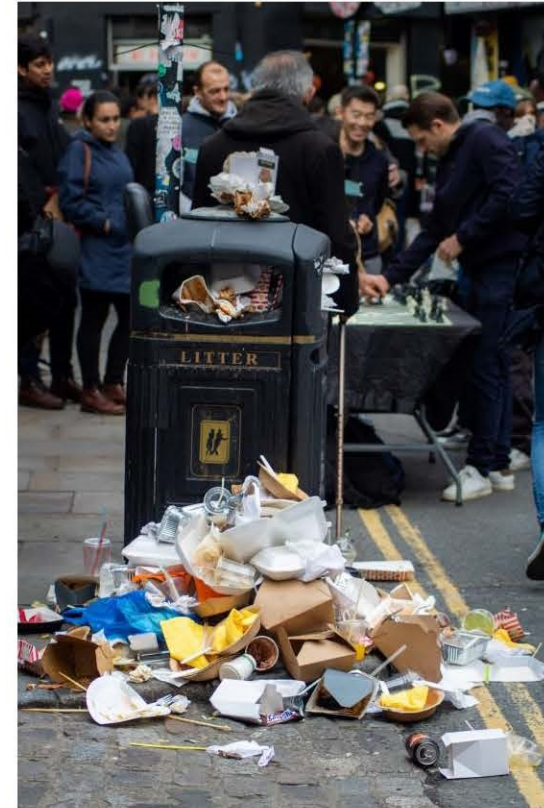


# CHALLENGE: CHANGING CONSUMER BEHAVIOR

Reusable packaging is still a niche



**Socially desired behavior**

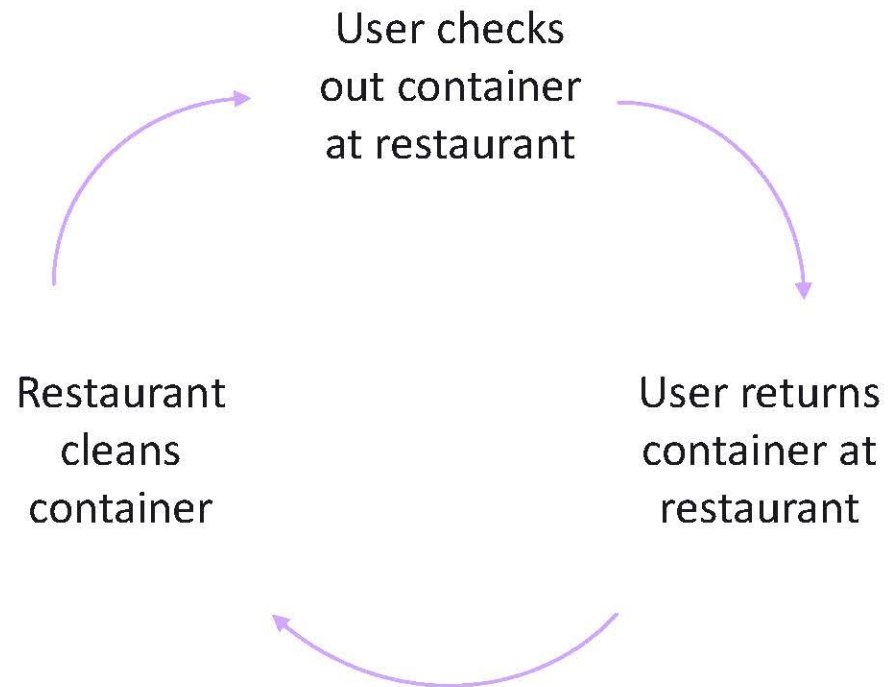


**Reality**



# CURRENT MODEL IS EFFICIENT, YET INCONVENIENT

Platform model economically and environmentally efficient

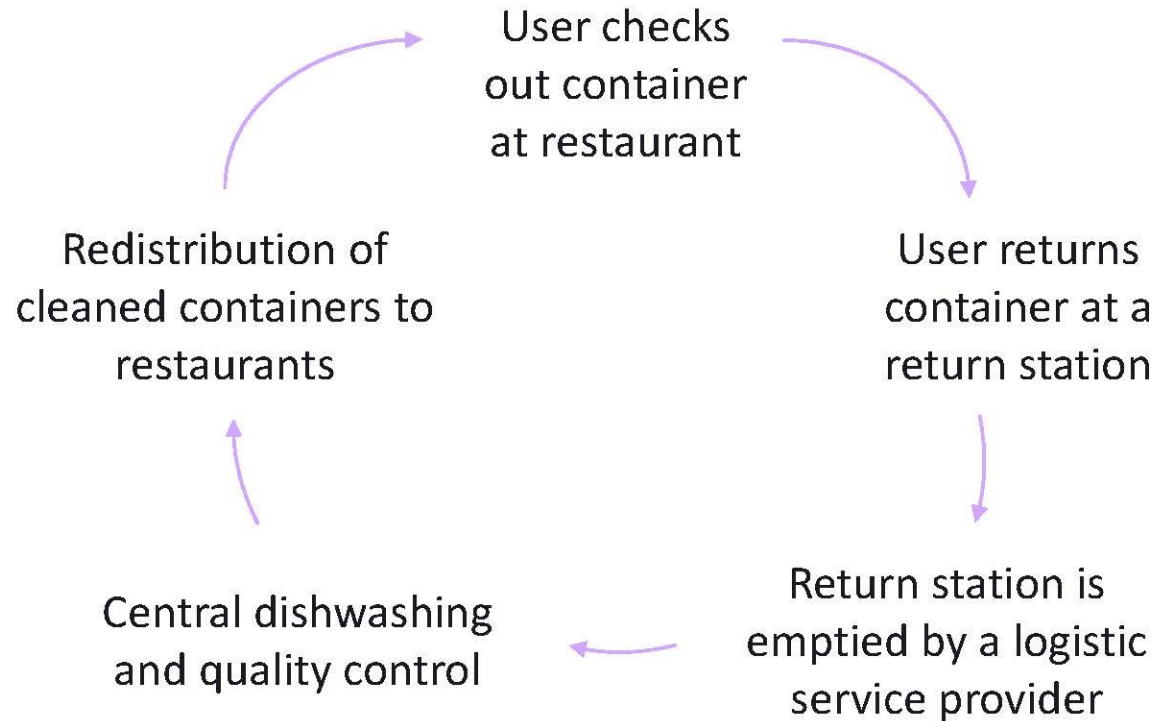


- Environmentally efficient: No additional transport
- Decentral dishwashing in existing machines
- High operational efficiency (9.5 FTE in Operations for +6,000 partners)
- However: Inconvenient for user, as s/he has to return container in a partner restaurant
- Density of partner network is system-specific (e.g. Vytal, Recup)



# ECOSYSTEM—APPROACH TO INCREASE CONVENIENCE

Dense network of return stations in offices and public spaces required to make reusables as convenient as single-use



- Return stations in the public space or in office buildings which are open to all reuse-systems
- Allows return of containers independent of opening hours
- Real packaging-as-a-service for restaurants based on actual container need (also increases container utilization)
- Highly automated central dishwashing more economically and environmentally efficient with large volumes





# POTENTIAL AREAS FOR STANDARDIZATION

Joint quality standards as a starting point

## Standardized container IDs

- Germany/ EU-wide unique IDs for reusable food and beverage containers (similar to EAN)
- In a digital model, other IDs can be easily integrated into the existing model without having to replace the system-specific IDs (and thereby labels on existing containers)



## Common data infrastructure for reusable packaging

- Joint operating system for reusable packaging systems to coordinate containers across different actors in the logistic chain
- However, interoperability (e.g. through API) more important than joint system



## Standardized container shapes and sizes

- Standardized containers would make logistics, cleaning and return vending machines more efficient
- However, diversity of food types requires different container shapes



## Joint quality standards

- Standards for operating a reusable packaging system (e.g. container quality control, sanitization)



THIS IS THE NEW  
STANDARD.

**WE ARE  
GENERATION VY —  
AND THIS IS HOW  
WE BOWL!**

