



Creating a Circular Plastics Economy for QSRs

Easily Registering, Reusing and Recycling Your Plastics



Plastics Pollution

- By **2050** there could be more plastics in the ocean than fish
- **79%** of plastic is sent to landfill
- **25 trillion** macro and **51 trillion** microplastics in the sea
- **88%** of waste on coastlines from fast food

Sources in order: * byweight [WWF](#), [Condor Ferries](#), [Condor Ferries](#), [University of Cadiz](#)



The Expectation

[The EU's SUP directive](#) encourages businesses to reduce their use of plastics and prevent landfill, with Member States planning fines for non-compliance. As a result, restaurants are embracing reusable items, as part of a circular economy, which ensures plastics are recycled.



Business Requirements

- Ensure you've enough items for service
- Reduce loss / theft
- Take onus off staff
- Track and manage items sent out for cleaning (usually overnight)
- Reduce costs
- Engage customers with your Net Zero goals



Five Steps: From Hassle to Opportunity

Reusable plastic usage needs to be tracked to ensure items are recycled within the hygiene and quality control limits you define. You must prevent plastic cartons, plates, glasses and cutlery from ending up in landfill. It's important also to monitor plastic usage to prevent loss and theft.

In a busy service environment, manually keeping on top of all that is demanding. Our 5-step solution turns hassle into opportunity.

5. Complying: Our solution automatically creates an audit trail for every item, from production through multiple reuse and into recycling.

4. Recycling: You can decide how many times plastics should be reused. Our software lets you know when the usage limit is approaching and can even trigger a replacement order from your manufacturing partner.

1. Identifying: Dishwasher-proof RFID labels, which are codes unique to you, are added to your items at manufacture.



2. Tracking: Every time items are sent for washing (typically overnight), your team can read the tags using handheld devices. And when items come back in, tags can be read again to ensure you have enough stock for the day.

3. Monitoring: Fixed RFID readers at your customer recycling areas alert your teams via screens, or their mobile devices, when reusable plastics have been placed in the bin. These can then be retrieved by your people.

Serving-up a Range of Benefits

- Accelerate Net Zero initiatives
- Involve customers in sustainability efforts
- Enhance your brand
- Ease the burden on your teams
- Reduce costs
- Avoid fines



Thank You



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