



# Packaging with Reason.

13<sup>th</sup> International Bioeconomy Conference 2025

 **PROSERVATION**

## PROBLEM

# The triple problem of unsustainable plastic protective packaging

### ECOLOGY

Cushioning packaging materials cause ecological problems along their entire life cycle

### SOCIETY

Market participants, consumers and politicians are calling for environmentally friendly packaging

### ECONOMY

Regulation is tightened, causing prices for packaging to rise



Of **6.9 trillion tonnes of plastic waste** (up to 2015), **4/5** ended up in landfills and the environment<sup>1</sup>

**300,000 tons** of polystyrene are produced every year in Europe alone for packaging purposes  
**≙ one truckload per minute**<sup>2</sup>

Styrofoam in the yellow bag is **not recycled**<sup>3</sup>



OUR SOLUTION

**Plant-based by-products as a starting material for our alternative packaging solutions**



Grain

Husks ...

... are the natural shell of cereal grains  
... accumulate in large quantities and largely unused  
... 120,000+ t / year of spelt husks in Germany alone

## OUR SOLUTION

### Packaging safely, without compromising on sustainability

#### CUSHIONING

✓ Residue-based

#### INSULATING

✓ biodegradable

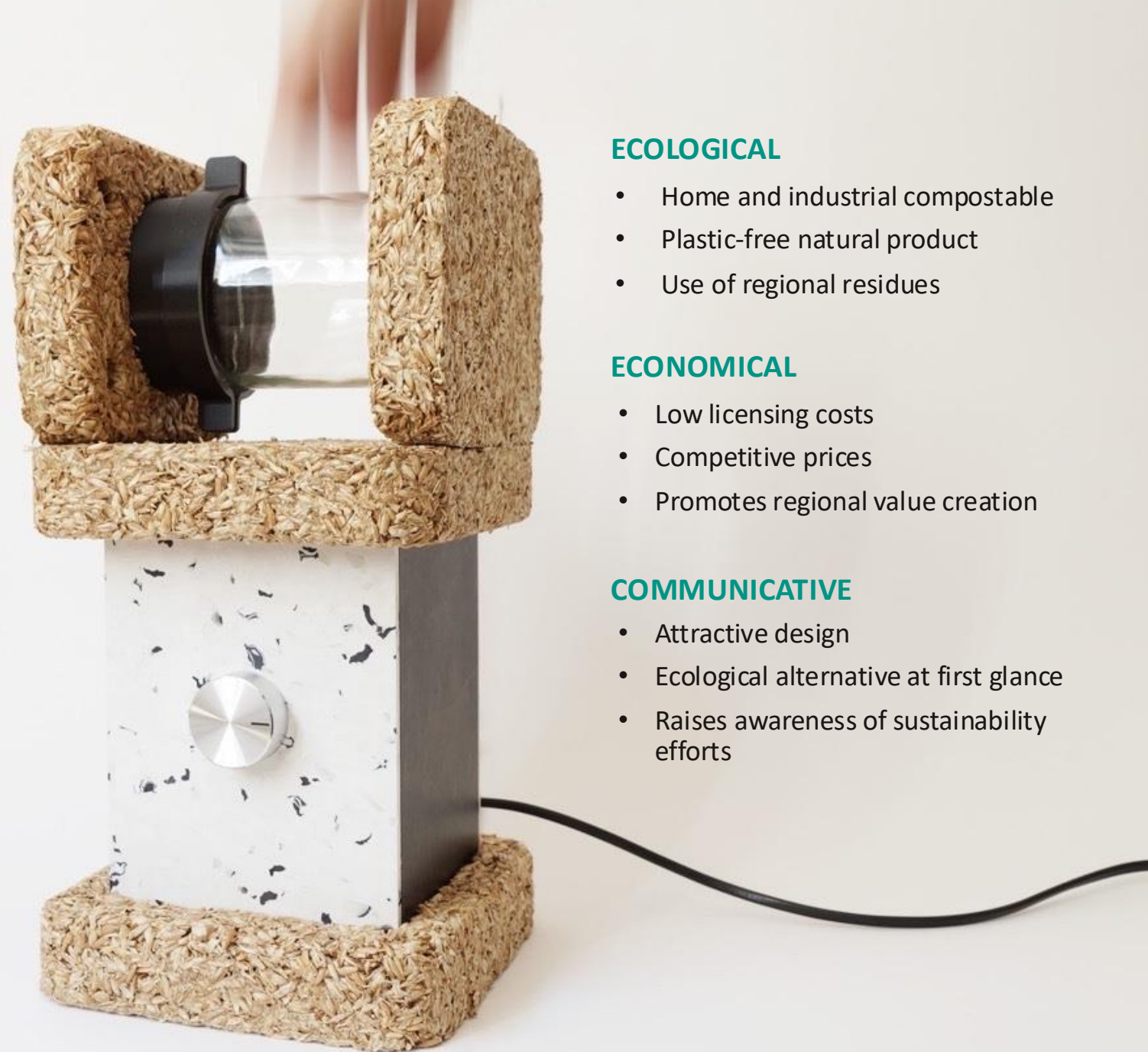
#### LIGHT WEIGHT

✓ renewable

#### MOULDABLE

✓ European patent granted

#### REFINABLE



#### ECOLOGICAL

- Home and industrial compostable
- Plastic-free natural product
- Use of regional residues

#### ECONOMICAL

- Low licensing costs
- Competitive prices
- Promotes regional value creation

#### COMMUNICATIVE

- Attractive design
- Ecological alternative at first glance
- Raises awareness of sustainability efforts

BUSINESS MODEL

Three revenue streams for different B2B customer needs

Provider for standardised and individual ecological cushioning packaging solutions.



TARGET GROUP AND FUNNEL

Retailers and manufacturers of fragile, high-quality goods with high sustainability standards.

	INDIVIDUAL SMALL SERIES	STANDARD PRODUCTS	INDUSTRIAL DEVELOPMENT PROJECTS
Channel of distribution	Direct sales	Sales platforms, Direct sales	Direct sales, possibly subcontracting from agencies
Selection of customers so far	<div> OPEN FUNK</div> <div> PLASTIKFABRIK</div> <div> Städt. Museum für Stuttgart</div> <div> REH'S TALER STOLZ bio regional.nachhaltig</div> <div> POLIMAIR</div> <div> ZENNO</div>	<div>L I G A N O V A</div> <div></div> <div> BETTER SOL</div>	<div> KÄRCHER</div> <div> BLANCO</div> <div> LINAK WE IMPROVE YOUR LIFE</div>





INDIVIDUAL CUSTOMER PROJECTS

Selection of individual customer projects 2024

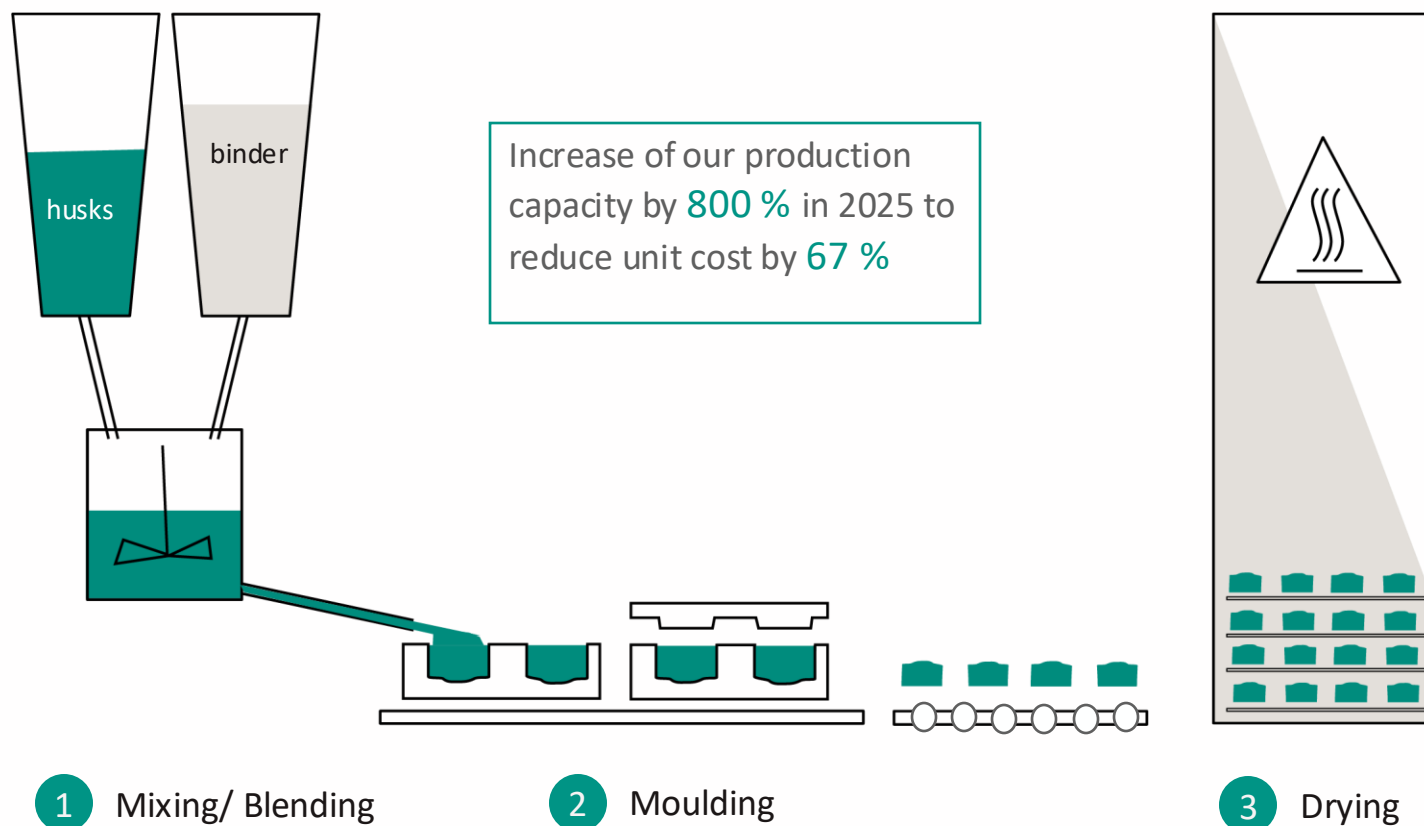
With our material, we can cover a wide variety of customer needs and provide genuine WOW experiences when unpacking



## PRODUCTION PROCESS

### Low-tech production process inspired by the food industry

With our unique production process, we can automate and scale our manufacturing of standard and custom solutions



#### CAPACITY TODAY (per day)

~ 170 l material  
 $\triangleq$  1.000 cushion corners  
 $\triangleq$  500 € revenue  
 Cost price: ~ 3 € / litre

development partner for demonstrator plant



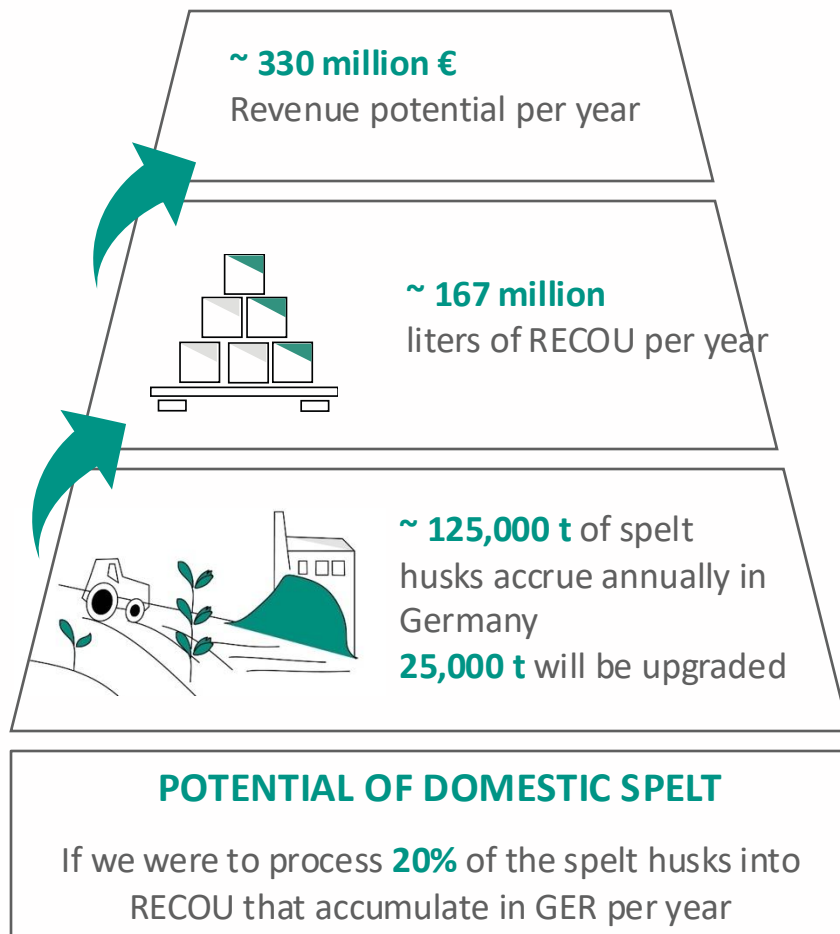
#### CAPACITY OF DEMONSTRATOR PLANT (per day, from Q1 2025)

~ 1.500 l material  
 $\triangleq$  9.000 cushion corners  
 $\triangleq$  3.600 € revenue  
 Cost price: ~ 1 € / litre

## MARKET ANALYSIS

### Growing e-commerce is looking for ecological alternatives

The fossil linear economy of the packaging industry must transform into a circular bioeconomy



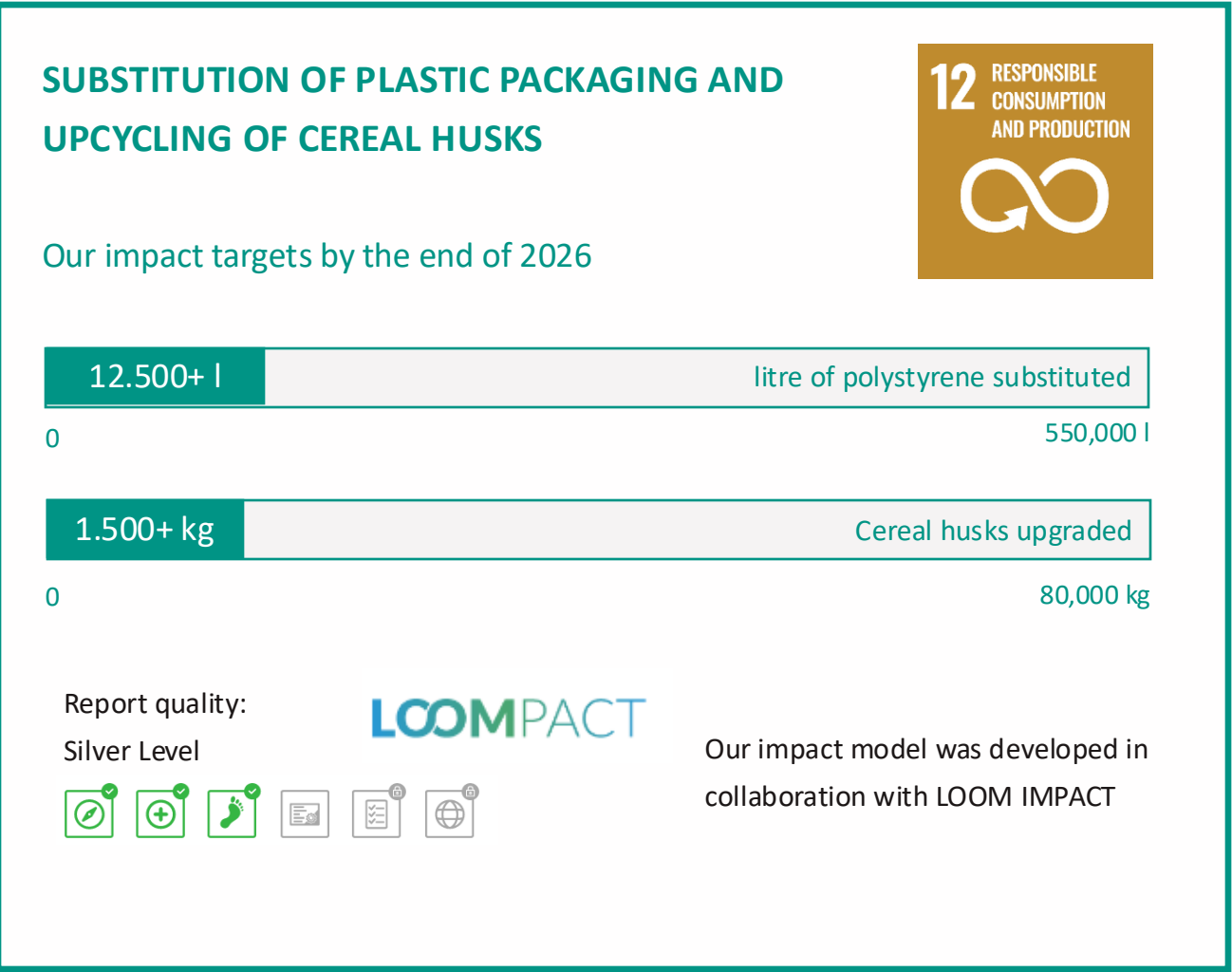
### A GROWING MARKET IS LOOKING FOR ENVIRONMENTALLY FRIENDLY AND CUSHIONING PACKAGING ALTERNATIVES

- **Strong growth** in **e-commerce** continues<sup>4</sup>
- **€5 billion** sales of expanded polystyrene for packaging, in Europe alone (2021)<sup>2</sup>
- **€ 29.65 billion** global market for protective packaging (2022)<sup>1</sup>; Eco-friendly packaging market expected to grow at a **CAGR of 7.81% to \$ 443.97 billion** by 2030<sup>3</sup>
- **62% of packaging professionals** expect higher budgets **for sustainable packaging**<sup>5</sup>
- **Packaging legislation** pushes for sustainability



IMPACT MODEL

We want to be measured by the positive effects on ecology and social issues



## STRATEGIC PARTNERSHIPS

**Schapfen Mühle GmbH & Co. KG**

The local SchapfenMühle is participating in our seed funding round and will also secure our mid-term supply of husks

**Company & Background**

SchapfenMühle is a long-established, regionally rooted grain processor and one of Germany's largest spelt mills. Each month, over **1,000 tons** of spelt hulls are produced as a by-product – an underused resource with great potential for sustainable reuse.

**Goal of the Partnership**

PROSERVATION and SchapfenMühle aim to build a long-term collaboration to upcycle these spelt hulls into a valuable raw material for our eco-friendly packaging solution, RECOU.

Production by SchapfenMühle

**Key Collaboration Steps**

- Integration of husks into RECOU production
- Long-term circular value creation partnership

## STRATEGIC PARTNERSHIPS

## Feurer Group



FEURER

**Company & Background**

Feurer Group is a family-run packaging company with 800+ employees across 6 locations in Germany. As a plastics packaging specialist, Feuerer is open to integrating RECOU into its portfolio.

**Goal of the Partnership**

Establish a strong industry partnership to scale RECOU and explore future production at a Feuerer site.

**Key Collaboration Steps**

- Support in sales and market access
- Joint scaling of RECOU production
- Long-term strategic partnership in sustainable packaging



## LONG-TERM BUSINESS MODEL

### Scaling through sensible licensing, wherever suitable residual materials are generated

Our manufacturing process is suitable for all types of spelt grain, allowing for global decentralized scaling.



## LONG-TERM BUSINESS MODEL:

We want to license production and distribution of our solution.

By using local residues

- transport routes are shortened,
- local value creation is strengthened,
- Resources are conserved and the ecological impact of our idea can fully unfold.

## ENTREPRENEURIAL TEAM

Our complementary management team brings together the skills we need



**Lisa Antonie Scherer**

Co-founder, inventor, product design, packaging development

Packaging Development & Management (M. Sc.)



**Nils Bachmann**

Co-Founder, Finance, IT, Operations Management

Enterprise Information Systems (M. Sc.)



**Henning Tschunt**

Co-Founder, Strategy & Communication, Management

Sustainable Business Management (M. A.)



**Sophia Scherer**

Co-Founder, Project and Process Management, Marketing

Packaging Engineering (B. Eng.)



**Alexandra Schramm**

Production development and planning

Industrial Engineering (M. Sc.)



**Anniki Lochmann**

Project & Customer Management, Organizational Management

Packaging Engineering (B. Eng.) Transformation Design (M. A.)



## SOME CLUSTERS & INITIATIVES & ACCELERATORS & FUNDING





For a world in which all packaging is  
ecologically and economically  
reasonable.

Packaging with reason.



We look forward to the exchange!

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AWARDED BY:

