

# Ceep® | Circular Economy Egg Packaging

Every year hundreds of millions of egg packs are produced and sold. Most of them are used only once and then thrown away. The question is - why do we still accept this? After all, the single use of packaging has a major impact on our environment. Why don't we change this out of respect for ourselves and our planet? Now you are probably wondering how.

The answer is CEEP, which stands for Circular Economy Egg Packaging. CEEP is the answer to a world that needs to become more sustainable.

Being able to use the same reusable raw material over and over again is one way to get there.



CEEP is made of polypropylene which makes the packaging feel soft and smooth. At the same time it is strong and durable.

The egg pack is suitable for 8 eggs, both small and large. The eggs are perfectly protected by CEEP on their journey to the consumer.

CEEP can be made in all colours. By combining a colour with a certain type of egg you create maximum recognition for the consumer. For example; a blue pack can be used for barn eggs, a yellow pack for free range eggs and a green pack for organic eggs.



Today's egg shelves often show a variety of egg packaging in different sizes and various labels. This makes it very difficult for consumers to make a suitable choice. CEEP will change the egg shelves permanently and creates a clear overview. The chaos makes way for uniformity and clarity because of the bright colored egg packs. On the labels or on a so called banderol, which is wrapped around the CEEP, you can communicate all necessary information.

Most importantly, after consuming the eggs CEEP stays out of the garbage can, unlike other egg packaging. Just like the plastic RPET bottles, CEEP is taken back to the supermarket. The vast majority of consumers has been brought up with deposit systems. It is expected that they will also embrace CEEP for this reason.



When CEEP has been handed in via the RPET bottle collection machine, these are offered to specialized recycling companies that are able to separate the different plastic raw materials. The polypropylene from which CEEP is made can in this way be used again as a raw material for new products.

CEEP® IS AN IDEA OF GI-OVO EGG HANDLING INNOVATIONS



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