

**PRESS RELEASE**

Pilot Project with Kärcher

**Storopack starts pilot project with Kärcher**

**For the first time, Kärcher replaces an existing EPS packaging with RENATURE® 3D - the new sustainable solution from Storopack.**

**Metzingen, November 2023.** In the joint pilot project between Storopack and Kärcher, EPS packaging is being replaced for the first time by the new sustainable solution RENATURE® 3D from Storopack. The product to be packaged is Kärcher's SC3 steam cleaner. With this step, both companies are furthering their sustainability strategies. RENATURE® 3D is a customized protective packaging, which consists mainly of plant starch. It is TÜV Austria certified and therefore home and garden compostable. Depending on the design of the packaging, the use of this bio-material can result in CO2 savings of up to 50 percent. Another advantage in terms of sustainability: the starch used for its production is a by-product of the food industry that would otherwise be disposed of. RENATURE® 3D has the same protective properties as EPS thus products are perfectly protected in the shipping carton. The parts can be reused several times. Consumers can use them for shipping their own goods, for example the existing packaging can be converted into new geometric shapes with the help of scissors and a little water and used as protective packaging for other objects.

Storopack attaches great importance to conserving resources and is continuously working to become even more sustainable. To this end, the company is pursuing the goal of producing at least 50 percent of its own-produced protective packaging from recycled or renewable raw materials by 2025.

**Tailored to the Shipping Goods**

RENATURE® 3D is suitable as a customized packaging solution for all sales markets, from small runs to mass production: Compared to the production of EPS molded parts, no tooling is required. RENATURE® 3D can be used in an extremely compact way, therefore users can continue to use their existing carton sizes. The protective packaging ensures optimum protection of the goods in the carton: the parts secure the goods to be shipped and prevent them from shifting. Thanks to its special, resilient cell structure, the material absorbs shocks and thus

provides optimum protection against damage during transport. The protective packaging specialist Storopack advises and supports manufacturers and e-commerce companies on all aspects of their customized RENATURE® 3D protective packaging.



Steam cleaners from Kärcher - packaged for the first time with the sustainable alternative RENATURE 3D from Storopack. Image: Storopack



**RENATURE® 3D**

by  STOROpack

Customized protective packaging in geometric shapes made from plant starch.  
Image: Storopack