

THINK FUTURE



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OUR AIMS AND ASPIRATIONS



Our business **aims**:

- That many people **benefit** from the product and it is useful in **everyday life**
- Through introducing the product it will **help the environment**
- To **replace** traditional plastics with bioplastics, benefiting the future

Our **aspirations**:

- We are creating cool **eco-friendly** lunch bags, suitable both for **teenagers** who take their lunch to school and for **employees** who don't have time to leave the office for a consistent meal. We produce them in mass, for local businesses, such as bakeries, supermarkets and cafeterias. They can then be purchased in a variety of ways.

RECIPE



- 90 ml water
- food colouring
- 1-2 teaspoon Na-Alginat
- 120 ml 1%ige Glycerol solution

OUR PRODUCT



This is our bag, our final product with all necessary improvements in order to be more resistant, better looking and still eco-friendly. For this, we've added a manual seal made out of paper and a computer made logo. Also, we've used a thicker material and ecological glue.

SWOT ANALYSIS FOR OUR PRODUCT



Strengths

- -It has a window so you can see what is inside
- -It has an appealing design
- -It comes in different sizes
- -It has a locking system

Opportunities

- -our target customers are big companies which need such bags for their own product, but also regular customers

Weaknesses

- -It is not waterproof
- -It can sustain only up to 1 kg products

Threats

- -environmental awareness among people has increased massively in the last 3 years, therefore there is an important number of companies which are leading this industry

MARKET RESEARCH



- A possible target group for our product could be bakeries, independent sellers, cafeterias and supermarkets.
- A good promotion technique would be to emphasise the benefit of bioplastics on our future
- Lunch bags that are on the market are currently made from a thin plastic made from low density polyethylene, it is estimated that 500 billion to 1 trillion plastic bags are used worldwide each year.
- On average we only recycle 1 plastic bag for every 200 we use

MARKET STRATEGY



- 1. Choosing our **target market** :We have chosen to do lunch bags because of the big range of people that can use it, and also for partnerships with big companies who promote healthy lifestyles and better alternatives for the future
- 2. The **need** that our product fulfils: Every product should have an utility. Our product should be used because is eco-friendly and it has a good price.
- 3. **Competitors**: Our competition is represented by other businesses doing the same products. We have to prove though that ours is the one to choose and to make it as close as possible to our clients desires.
- 4. **Feedback**: This is the key to a good relationship with our customers. People should be able to give their opinion, and to create a healthy relationship with them.

COMPETITOR ANALYSIS



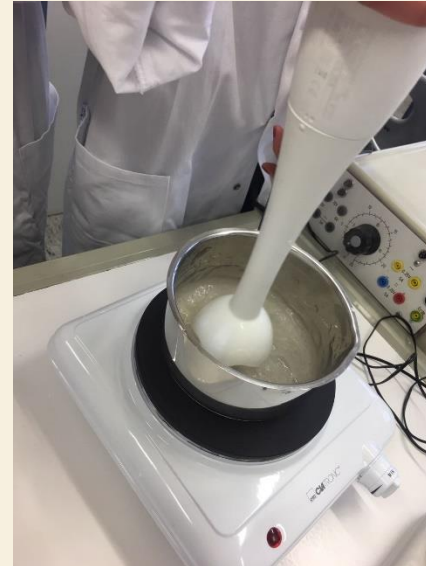
<u>Name, location and business size</u>	<u>Product/service</u>	<u>Price</u>	<u>Strengths</u>	<u>Weaknesses</u>
Bio Futura	Biodegradable waste bags	0.07835 euros per bag	-flexible -they have made themselves a name in this area	-cannot withhold a large quantity -flimsy
Disposable Discounter	Carry bags, snack bags, cups, plates, cutlery	0.34 euro per snack bag	-cheap -bioplastic -large quantity	

UNIQUE SELLING POINTS



- -100% bioplastic
- -uses raw materials
- -comes in a wide range of sizes
- -has an organic appearance
- -has combined materials
- -has an original logo

STEP 1: PREPARING



- We added the water, glycerol solution and Na-Alginat.
- Mix well while the pan is on the heated stove.
- When the mixture gets to a thick consistency turn off the stove.

STEP 2: SHAPING



- Quickly pour the mixture on a flat surface
- Tilt the tray until the mixture is spread evenly
- Pop the bubbles in the end if necessary

STEP 3: DRYING

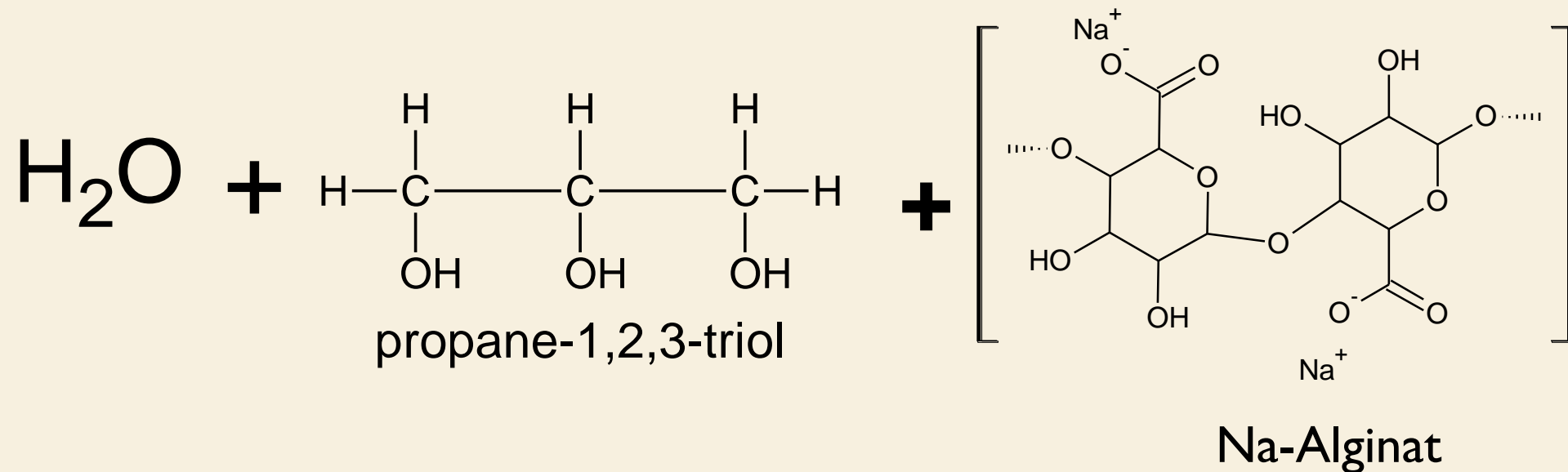


- The process of drying the bioplastic can take between 2 to 3 days
- Also, for faster results you can put it into the dryer

FINAL RESULT



CHEMICAL REACTION



The Impact of Plastic



There is a lot of plastic pollution in Europe. Since 1950, 8,3 billion tonnes of plastic was produced and only 600 million tons were actually recycled (30%).

Germany

1

At 11,7 tons, Germany consumes more plastic than any other country in Europe. Every year, 6 billion plastic bags are used in Germany.



only 42%

611 kg Person/year



2

16,9 kg Person/year



Recycling 44%

Romania

In Romania, the most expensive packaging materials are paper / cardboard and plastic. Both materials have similar weights (ranging from 27-31%). In 2011-2014, paper and cardboard had the largest share, and in 2010 the material with the largest share was plastic.



4

480 billion plastic bottles were sold in 2016. Over 150 of these plastics litter each mile of the UK beaches

Only 7% recycled

United Kingdom

Plastics found in one third of the UKs caught fish

Recycling

5

Only 1/3 of plastics in the UK are recycled which means there is a huge amount of waste plastic that goes to landfill that could be recycled



1/3

Recycled

6

Landfill



7

Years

Over flowing landfills

UK landfills are expected to be overflowing and running out in less than 7 years.

Greece

3

A research conducted by the University of the Aegean, between May and August 2003 at depths between 0 and 25 m, showed that the marine debris concentration on the seafloor of coastal Greek areas was higher than debris concentration estimated by other studies in the Mediterranean



500,000 tonnes per year recycling quote is very low 15% recycling

400 plastic bags Person/year

CELL MUTATION

7

You'd also be bombarded with radiation from other stars besides the sun. Harmful UV light, gamma rays, and x-rays can warp your cells. If you survived long enough for someone to pull you back on board, you could still die later from radiation poisoning or cancer.



RADIATION

GAMMA RAYS
UV LIGHTS
X-RAYS



Market Research



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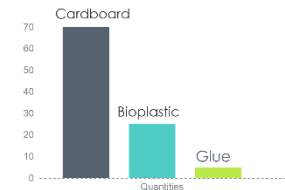
Every product should fulfil the customer's needs

Our market target is wide-people of all the ages need it in everyday life.

BIOPLASTICS

The future of the packaging

We won't be another brick in the wall, we'll be the break in the wall!



The competition is tough but still our product is good enough to compete with the others

