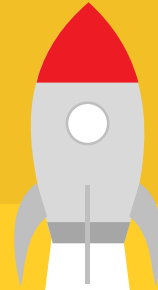


.Bioplastics:

.The future of food packaging?

.GeRom Bioplastics



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.Our Services



Description

We produce biodegradable plastic, used as candy packaging.

Our aim

We aim to reduce the use of conventional plastic by replacing it with our hand crafted one.

The market

We want to collaborate with big companies. That way we will advertise the idea of eco-friendly packaging.

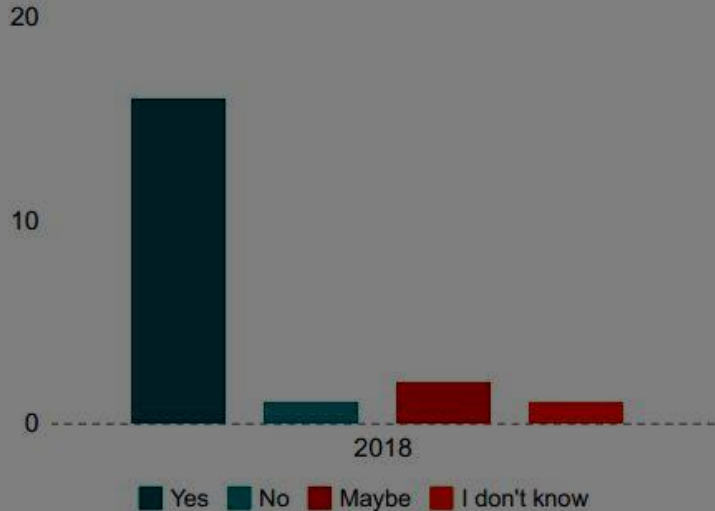
Our final goal

As for the future we want to become a worldwide company, because the most important thing is to make everybody aware that plastic is a real problem.



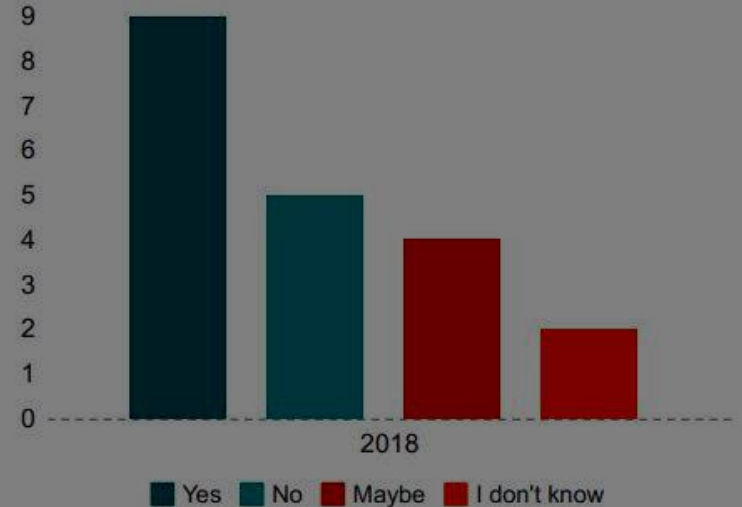
.Market research

1. DO YOU THINK BIOPLASTIC IS A GOOD ALTERNATIVE FOR PLASTIC?



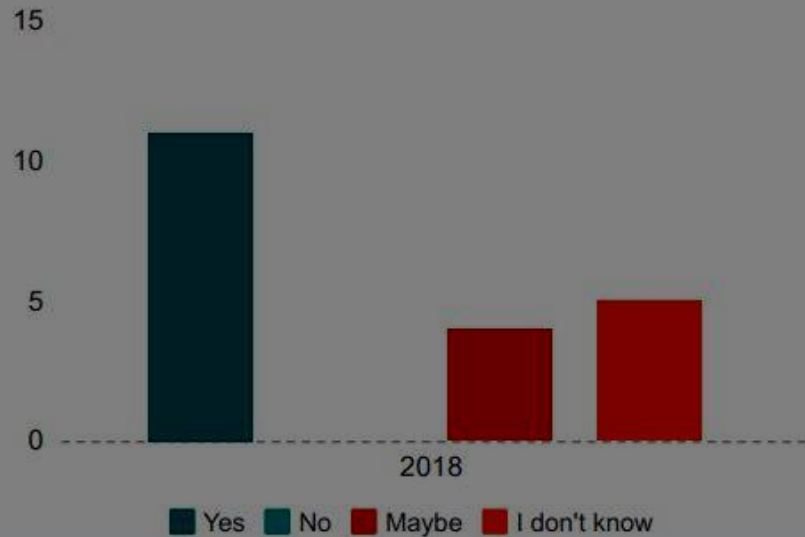
We asked this question to make sure that the customers are interested in products packed in bioplastic.

2. WOULD YOU PAY MORE FOR THE PRODUCTS THAT ARE PACKED IN BIOPLASTIC PACKAGING?



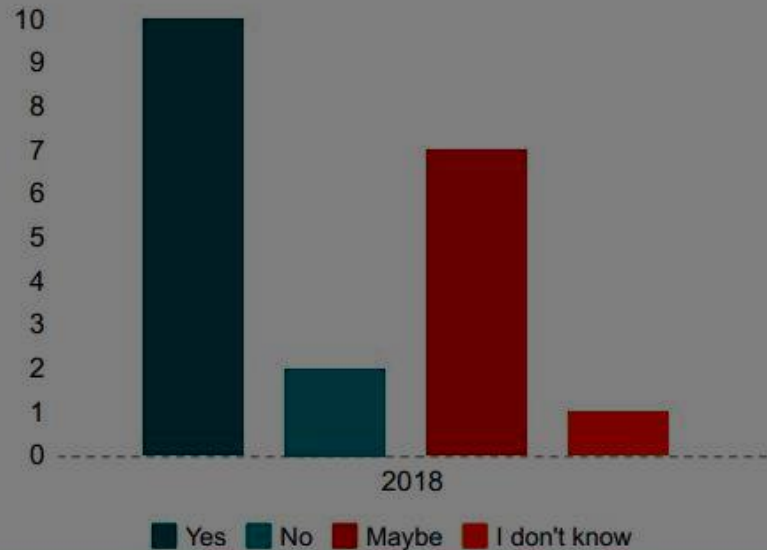
We wanted to make sure that the customers still buy our products even if they are more expensive.

3. DO YOU THINK BIOPLASTIC WILL HELP STOPPING THE POLLUTION CAUSED BY PLASTIC?



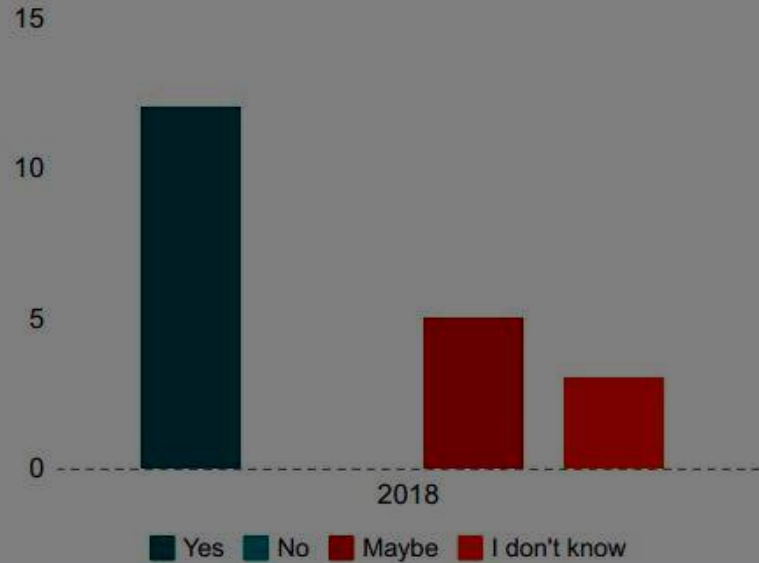
We wanted to make sure that the customers think that our company can be a part of the solution.

4. DO YOU THINK OUR BIOPLASTIC PRODUCT WILL HAVE A BRIGHT FUTURE ON THE MARKET?



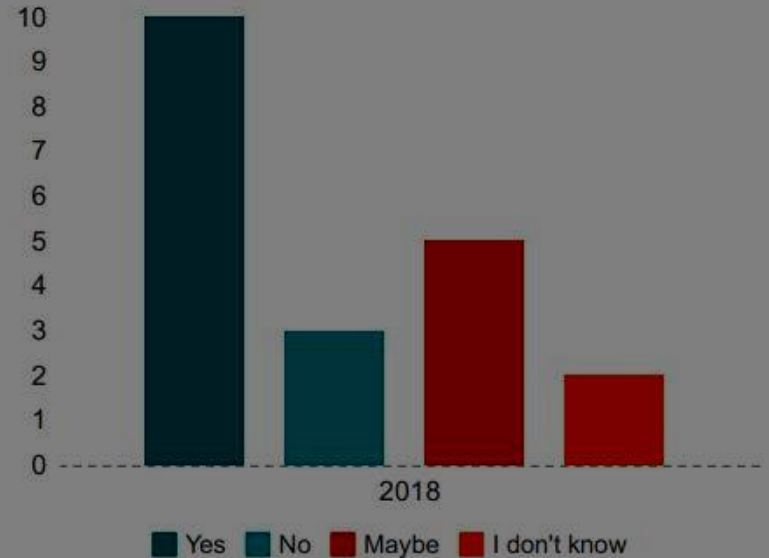
We asked this question to make sure that the customers believe in our Idea.

5. WOULD YOU BUY OUR PRODUCT?



We asked this question to make sure that we have potential buyers.

6. DO YOU THINK WE WILL SUCCEED WITH OUR IDEA?



We wanted to calculate our chances on the market.

Marketing strategy

01

Flyers

Placing flyers in mailboxes or spreading them around the city.

02

Online Ads

Posting Ads on websites that receive heavy traffic (e.g. Facebook, Instagram etc)

03

Social media marketing

Promoting ourselves there, has no or little monetary cost

04

Newspaper Ads

Traditional form of advertising



.Promoting bioplastic products



Everything we do is making people aware of plastic pollution. In that way people's points of view could be changed and ,why not, they might embrace the idea of getting rid of conventional plastic.



STRENGTHS

Our product's main advantage is that the bioplastic allows the oxygen to pass through it and that way, the candy keeps fresh for a long time

The bags are easy to transport

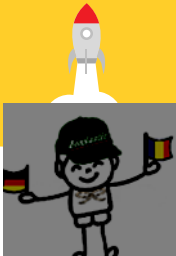
The candy dispenser is reusable



WEAKNESSES

The thickness of the materials

The plastic is not waterproof (could also be a strength)



.Our recepies



Recepie 1	
x 10	
80 g Starch	0,22
10 trace salt	0,01
2000ml	
Glycerin	0,62
200g Cellulose	4,18

Recepie 2	
1200 ml	
Glycerin	0,37
600 ml warm water	0,12
80g na-alginate	1,98
50g gelatine	0,74



Prices

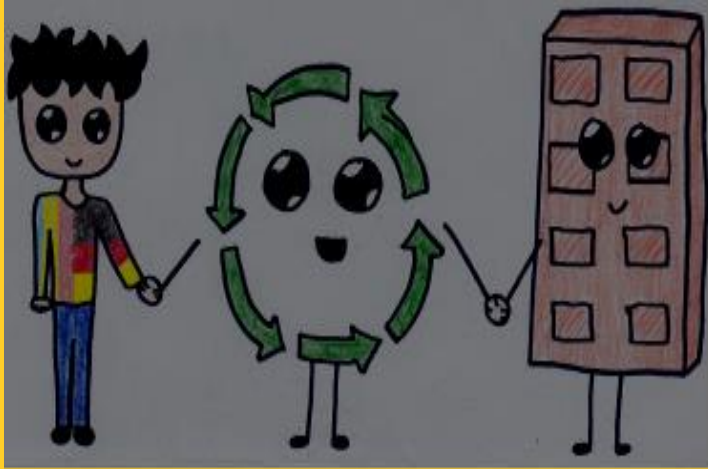
Ingredients
Starch
Salt
Glycerin 1 %
Cellulose
Water
Na-Alginat
Agar
Alga
gelantine



Prices/kg
2,73
1,38
$0,12 + 0,19 = 0,31$
20,90
0,20
24,75
27,90
19,99
14,79



Our NEW Logo!



old



new





Thank you for your attention!



Have you got any questions?

