West
Zalen

RETURN YOUR REUSABLES HERE

1 Scan your cup with your app
2 Place your cup in the SmartBin
3 Receive confirmation in the Packback app

READY TO JOIN THE HERD?

PackBack is a Rotterdam based start-up with a mission to eliminate single use packaging. Using smart technological solutions, we offer a free and easy service for reusable packaging. Old principles with a new twist, just how PackBack likes it. Together with you we prevent millions of pounds of waste each year. PackBack sure is the biggest thing since the invention of plastic containers. Follow our journey on social media.

PACKBACK

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Feeding Europe: The $2 Trillion Foodservice and -Retail Market

Anually, the EU Foodservice and Foodretail market see substantial activity with the sale of ca.

200 billion   **RTC* meals and drinks**

170 billion   **beverage bottles and cans**

The markets have been experiencing a CAGR of 3.5% to 4.2%

*Ready to consume

Disposable materials used leave a bad aftertaste.

In EU 30-35% of disposable packaging meals and drinks recycled. Plastic packaging lower recycling rate ca. 22.5%.

In NL, 19 Million to-go cups and food packaging per day. This accumulates to 7 billion meals and drinks per year.

Litter

CO2 emissions from linear chain

Ongoing extraction of raw materials

Legislators in Europe are taking a stand against single-use, welcoming reuse as the norm.

Distribution

Consumption

Washing

Return

Reusables better in almost every one of the 14 standard LCA environmental measures. — Reuse Wins Report, Upstream, 2020

EU: packaging is kept in use for as long as possible through reuse.

1st July 2023 - Dutch ban on free plastic disposables and mandatory reusable option for to-go

1st January 2024 - Dutch ban on plastic disposables on-site, reuse is the norm

So why aren't we there yet?

Consumers have lack of incentive and convenience in choosing and returning reuse.

Low volume, making reuse much more expensive than single-use

Lack of incentive to facilitate reuse as a business

Lack of proven environmental benefits in practice, further discouraging businesses and consumers

Our vision

PackBack's vision is to eliminate all unnecessary single-use disposables for food and drinks.

Our vision is a world where enjoying food and drinks leaves no trace. We are creating a future where returning is the norm, every cup, bottle and container finds its way back into the cycle, and the burden of single-use waste is lifted from our planet.

Mission Team

The Pack offers the technological infrastructure that makes reuse of materials costefficient, measurably low-polluting and convenient for businesses and consumers in their everyday.

Tine Bakia; CEO
MSc. Entrepreneurship (Amsterdam Business School)
Business development at foodora (food delivery service)
CEO/founder social food startup (Baking Power)
Business Design and Ecosystem Development in Blockchain Consultancy (Kryha)

Tristan Algera; COO
BBA Business Administration
Brand development (Unilever),
Professional hockeyer
Business Development (XKP Visual Engineers)

By making reuse and recycling effortless and rewarding, we are poised to capitalize on this growing market while making a tangible environmental impact.
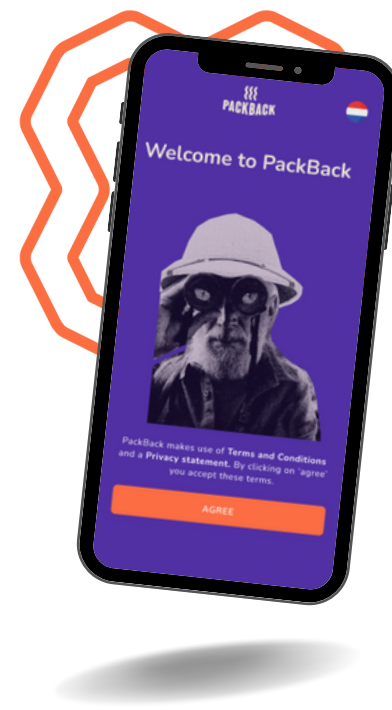
PackBack incentive software for consumers & businesses

PackBack Analytics for tracking & improving performance

Smart devices for the most convenient and efficient borrow and return of reusable packaging.

Efficiënt return & incentive management

Join the Pack!

All the taste, zero waste.

PACKBACK

Tine Bakia
CEO & Co-founder

Tristan Algera
COO & Co-founder