

## Hand in Hand for More Sustainability

**greenbox and aveato set another milestone for environmentally friendly reusable solutions in catering at BESTIVAL 2022 in Berlin**



**Company contact:**

Greenbox GmbH & Co. KG  
Dr. Frank Lampe  
Schwachhauser Heerstraße 266b  
28359 Bremen, Germany

Tel.: +49 421 – 246 87 87 87

E-Mail: [f.lampe@bionatic.com](mailto:f.lampe@bionatic.com)

**Press contact**

P.U.N.K.T. Gesellschaft für Public Relations mbH  
Katharina Fugmann  
Völckersstraße 44  
22765 Hamburg, Germany

E-Mail: [kfugmann@punkt-pr.de](mailto:kfugmann@punkt-pr.de)

Tel.: +49 40 853760-24

**Bremen, 31st of August 2022. A sustainable partnership: The catering service aveato and greenbox GmbH, the provider of sustainable food packaging solutions, are now going hand in hand in terms of sustainability. At this year's BESTIVAL in Berlin, both parties decided to take the next step towards more environmentally friendly events and business catering together. The production of sustainable reusable serving plates consisting of a wood fibre mixture with bio-plastics initiated another milestone for the industry. The interlocking between the supplier of reusable solutions, the catering service as well as the event planners is an advantage here, in order to deliver a smooth and best possible implementation for all sides, for the suppliers**

**themselves as well as for the guests. With this new project, aveato and greenbox are following up on the existing positive cooperation with sustainable and climate-neutral disposable products. More information at [www.biologischverpacken.de](http://www.biologischverpacken.de).**

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Event catering is becoming more sustainable. The catering provider aveato and greenbox GmbH are working together to achieve this. As a provider of food service packaging solutions, greenbox attaches great importance to developing products in such a way that they best meet the requirements of the respective industry - including catering. The latest product - the sustainable reusable serving trays - starts precisely here. The trays are based on the previously jointly developed sustainable disposable serving trays and are made of a wood fibre mixture with organic plastic. With their low weight, they are suitable for correspondingly easier transport and are also suitable for the dishwasher. In addition, the ½ gastro standard size of the tray enables other caterers to adopt the product into their known system without further ado. Another highlight: the reusable serving plates are recyclable trays that can be taken back at the end of their life cycle so that new items can be created from them - a sustainable cycle that makes event catering more environmentally friendly.

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### **Think compulsory reuse in all areas**

By switching to reusable products, aveato is already setting a milestone for more sustainable catering at an early stage and showing that events and business catering can also take place in a more environmentally friendly way. This is an aspect that is particularly important with the introduction of mandatory reusable products in Germany from 1st January 2023 and is prompting numerous restaurateurs as well as event and catering companies to take action.

"We are delighted to have a strong partner like aveato at our side, with whom we are raising greater environmental awareness in the catering industry and driving forward more sustainable implementation," says Olaf Regener, Head of Business Dev. Reusable at greenbox. "What is particularly

good about this is we can all contribute our know how in order to offer the best experience for all those involved as well as the guests. This is something we would like to continue to promote in the coming years.

The cooperation was supported by visitBerlin - Sustainable Meetings Berlin: "We are pleased that sustainability is being promoted in all areas of event planning through our Sustainable Meetings Berlin initiative and also BESTIVAL 2022".



**Caption:** from left: Jule Sieverts, AXICA; Olaf Regener, Head of Business Dev. Reusable at greenbox; Kyra Reiter, Sustainable Meetings Berlin / visitBerlin and Kaspar Althaus, Managing Director aveato seal their sustainable partnership at the BESTIVAL 2022.

### About greenbox GmbH & Co. KG

Since 2010, Greenbox has been offering its customers from the foodservice sector, the hotel industry, gastronomy, wholesale and food retail a diverse range of environmentally friendly packaging as disposable and reusable solutions as well as sustainable consumer products made from renewable or recycled raw materials. With over 1,000 different products, greenbox is the market leader in foodservice packaging. With 60+ employees, greenbox aims to simplify the daily pro-

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cesses in the catering business with its products and to reduce the environmental impact of conventional plastic packaging. As the first supplier in the field of foodservice packaging, greenbox therefore designs not only its operations but also its own products to be 100% climate-neutral, i.e. CO2 compensated. Greenbox is a member of the BIONATIC Group from Bremen, which offers environmentally friendly products for businesses and end customers in various business areas.

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