

European Refillable Award 2023

Award Winner: Mach Mehrweg Pool e.V.

Awarded for its exemplary reuse pool management in the food sector

Who is Mach Mehrweg Pool e.V.?

Mach Mehrweg Pool e.V. (*make reuse pool*), founded as Milch-Mehrweg-Pool e.V. (*milk reuse pool*), was re-established in September 2022. It comprises currently 21 member companies actively promoting and managing the MMP reuse



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pool, which includes milk and cream bottles, yogurt and cream jars as well as their transport crates. The pool, previously unmanaged, is now open to all interested companies and has expanded beyond the dairy industry to other food products like spreads and sauces. The association's task is to ensure that the reuse system runs smoothly meaning that the quality and quantity of the reusable packaging always corresponds with the needs of the pool partners and their clients.

By setting packaging standards for the bottles and jars, the association facilitates efficient exchange of empty glasses and an increase in rotations. By continuously expanding the partner network and involving more and more MMP-users into the active collaboration, the development of a reuse infrastructure in additional areas is fostered and transport distances are being reduced. With switching into the mode of an organized and aligned association, Mach Mehrweg Pool e.V. lays the basis for further improvements and future innovations within the MMP reuse pool system.

How member organisations profit from being part of Mach Mehrweg Pool and how does the association benefit the environment?



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Being part of Mach Mehrweg Pool e.V. offers various benefits for companies that would like to distribute their products in reusable solutions, as it provides professional, cross-sectoral specialist support that can raise synergy effects. Through collaboration and knowledge sharing, companies can benefit from a wealth of expertise, enabling them to optimise their operations, reduce costs and enhance their overall efficiency.

Mach Mehrweg e.V. gives businesses relying on the MMP reuse pool a strong voice and promotes awareness within industry and society. MMP's work on standardisation of bottles and jars guarantees a high quality of the reuse pool, ensures consistent and reliable reuse containers and promotes a more sustainable approach. The development of additional operational routines enables a fair participation in the reuse pool for all user groups. By increasing

rotations through an efficient exchange of empty reusable glasses and expanding the network of users, Mach Mehrweg Pool e.V. optimizes the reuse system leading to waste reduction, resource and climate protection and a healthier environment, thereby mitigating the environmental impact associated with single-use packaging.

This collaborative approach fosters innovation, drives sustainable practices, and empowers companies to make a meaningful difference in building a more environmentally friendly future.

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