



Conditions for circular economy implementation

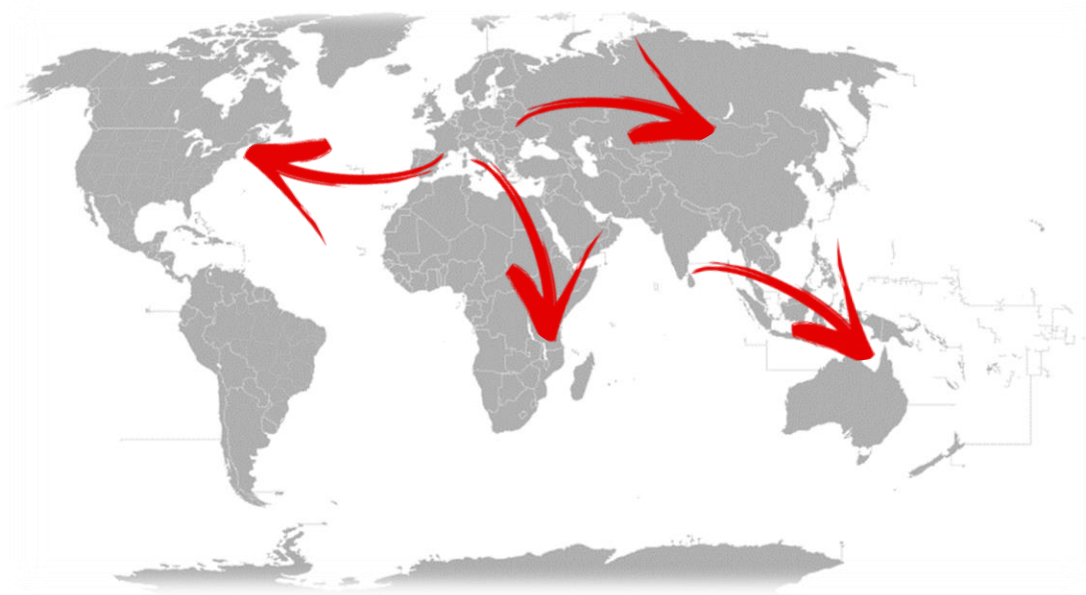
Alessandro Pasquale, 27. 4. 2020

Mattoni 1873

FOCUSED IN CEE REGION



EXPORT MARKETS



IN TOTAL



800
products



3 200
employees



20
markets

450 000 000 EUR
TOTAL NET SALES in 2017

MATTONI



MAGNESIA

natural mineral water

AQUILA



Z NOVOHRADSKÝCH HOR
DOBRA
VODA

PODĚBRADKA
OD ROKU 1905



granini



A Balaton-
THEODORA
KEREKI



pepsi



waldquelle



KNJAZ MILOŠ



Our goal is full circularity

ECODESIGN

- Standardization of materials & colors
- No sleeves

COLLECTION

- Efficient and transparent system in each country
- Ownership of the material

BOTTLE TO BOTTLE

- Up to 80% rPET in our bottles
- Less virgin PET to be used



Consumer preference

For 3/4 of the Czech population, their purchase of bottled water would stay the same after the introduction of a deposit system.

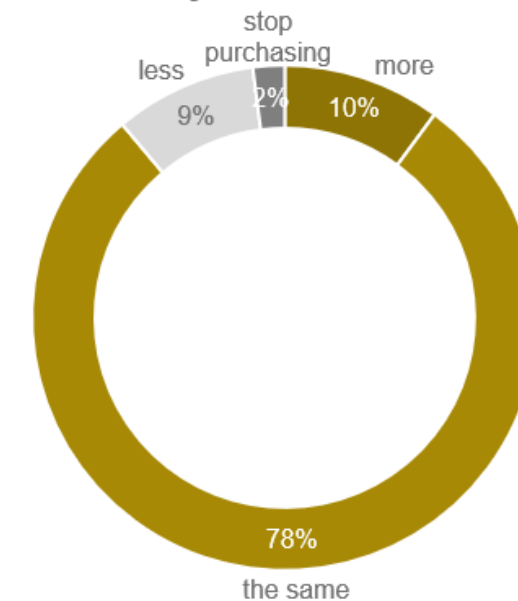
- 10% would buy it more
← Those are predominantly the people, who purchase bottled water nowadays less often or never;

People are becoming more concerned about single-use plastics...



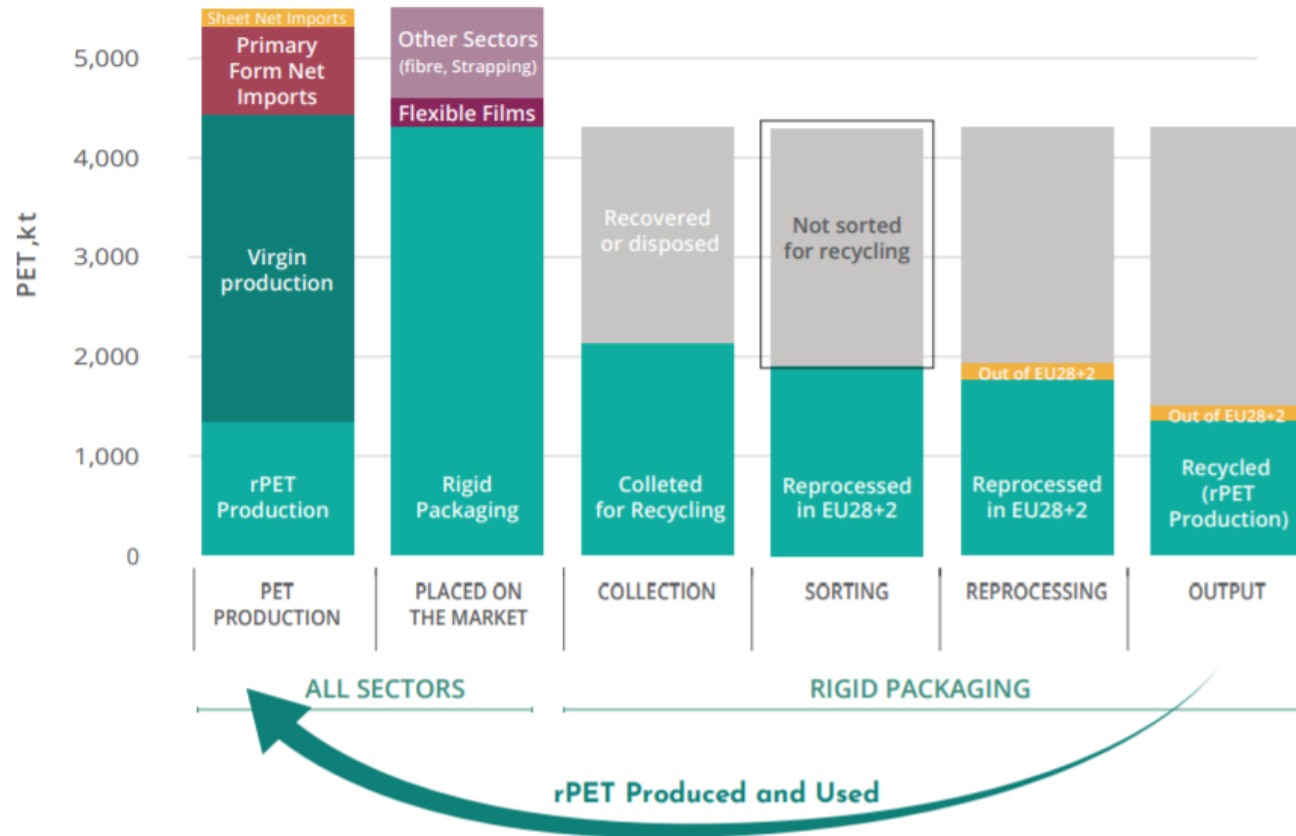
Top 3 items for those who will reduce use

Would buy water in PET bottles



We can perform better...

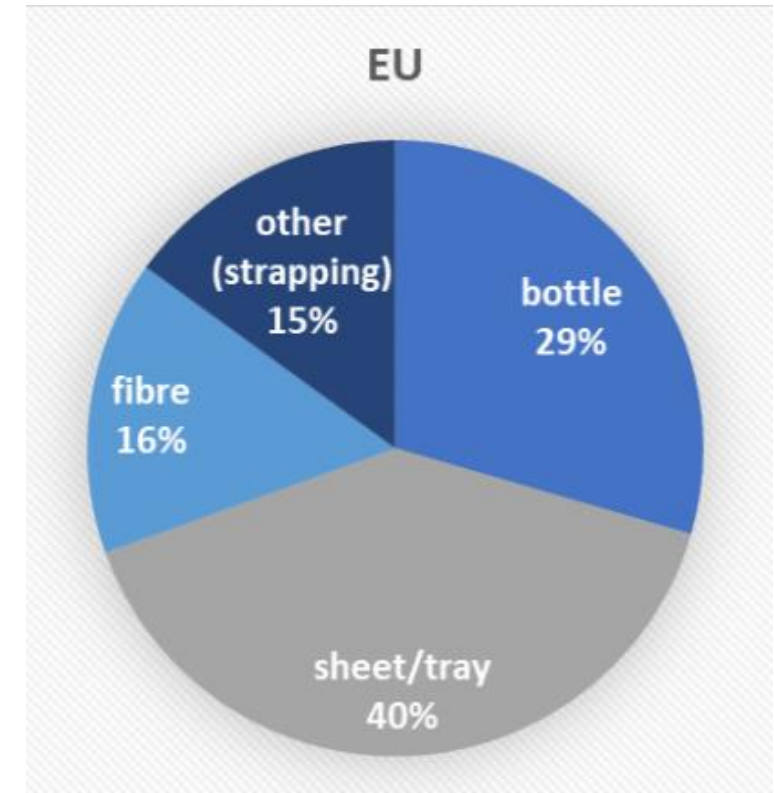
FIGURE 9: Overall PET Mass Balance, 2018



(Note: virgin production and import data is for the EU28 only (as no data for Norway or Switzerland) and the remainder are for the EU28+2).

Source: PET MARKET IN EUROPE STATE OF PLAY PRODUCTION,
COLLECTION AND RECYCLING DATA
Eunomia, EFBW, PETCORE Europe, Plastic Recyclers Europe, 2019

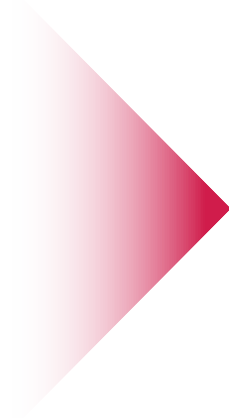
EU: 3,3 million bottles into market
- of which 58% is recycled ...into what?



Source: ICIS & PETCORE 2017 Survey

... and be far more efficient

Country	PET Collection
Czech rep.	69%
Slovakia	Not reported
Austria	73%
Hungary	42%
Bulgaria	22%
Serbia	Not involved



The Mattoni system

- Ⓜ Centralized DRS
- Ⓜ Color harmonisation
- Ⓜ Ownership of material
- Ⓜ Complete food grade quality recycling
- Ⓜ Return material to producer

Source: PET MARKET IN EUROPE STATE OF PLAY PRODUCTION,
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Good for environment, people and business

96% respondents



Would like the introduction of a deposit system to decrease the amount of cans and PET bottles in nature by 95%

90% respondents



Would like the introduction of a deposit system to reduce carbon dioxide emissions by 39,200 tons

93% respondents



15,200 more tons of PET bottles and almost 5,300 more tons of cans would be recycled than today

THANK YOU

Mattoni 1873
Vocetářova 2497/18
Praha, 180 00

www.mattoni1873.cz



MATTONI 1873
SOURCES AND TASTES OF EUROPE