

# WASHING

INSTEAD OF DISCARDING:

## THE REUSABLE PIZZA BOX



**HOBART**

**ON-THE-JOB-REPORT** rezzeat

**#reusables**



**Pizza, one of Germany's favorite dishes, can now be transported in a more climate-friendly way: with the reusable box from *rezzeat*. The deposit and charge free use is as easy as can be. And thanks to the partnership with dishwashing specialist HOBART, pizzerias can also clean the reusable boxes hygienically and easily.**



435 million pizzas are ordered to take away in Germany every year. Just as many pizza boxes that have only been used once end up in the garbage: 50,000 tons of waste. "This has to come to an end," thought Matthias Henning, owner of the plastics recycling company General Industries, as he and his team walked past moun-

tains of garbage made of pizza boxes and other disposable packaging in their Kassel office after lunch. The idea for the reusable box came to his mind at the end of 2020. A good six months later, Henning founded the start-up *rezzeat* and hired Maximilian Goricki for management and product development.

### **Partnering with the world market leader**

Thanks to entrepreneurial experience with plastic and recycling, the first prototype of the box was quickly developed and the programming of the appropriate app was commissioned. However, the team knew right from the start that the concept would only succeed if they offered their customers a complete package that also included a cleaning solution for the box. "The goal was a decentralized washing that takes place in the pizzerias. We knew that HOBART



### **EU Packaging Law:**

**From 2023 on restaurants must offer their customers a choice of reusable packaging for take away food.**

More information about washing and drying solutions for reusable dishes at [www.hobart-export.com/reusables](http://www.hobart-export.com/reusables)

as the world market leader for commercial warewashing technology had the relevant know-how and industry experience, which is why we started a partnership," reports Goricki.

Christian Lutz, Business Unit Manager Cleaning Technology at HOBART says: "We're offering an economical solution for this sustainable and innovative project. Due to our many years of experience with cleaning reusable containers, we knew directly about the challenge of achieving a perfect drying result with the materials used. In close cooperation with rezeat we developed an optimal process for our joint customers and today we are proud to be able to make a contribution in the fight against single-use packaging".

### Optimize first, scale next

The first pizzerias in Kassel have been using the boxes since the beginning of 2022. Through the test run in their hometown, rezeat was able to gain important insights into using the box and app. Both will continue to be optimized so that the reusable pool system will be a great success. In addition, the founders are currently looking

**HOBART has the dishwashing expertise for all reusable solutions and knows what works:**

- ✓ smart dishwasher PREMAX with integrated TOP-DRY technology – unique solution!
- ✓ clever accessories such as special washing baskets matching all types of dishes
- ✓ chemicals created to perfectly clean and dry reusable materials



In each of the dishwashing racks there is space for five complete boxes consisting of three parts. Thanks to the special plastic rinse aid, they not only get cleaned, but also dry perfectly.



**“Many pizzerias are currently not even aware of the new regulations of the Packaging Law and the associated consequences. But if you have more than five employees or more than 80 square meters of space, you will not be able to avoid offering a reusable solution to your customers,”** explains Goricki.



## REASONS

### for the reusable pizza box from rezzeat

- Climate protection: each box can be cleaned and reused 100 times, after which it is 100% recycled by the partner company General Industries
- Time savings: there is no need to manually fold pizza boxes
- No deposit handling: everything is processed digitally via app
- Heat insulation: the pizza stays hot for up to 40 minutes – significantly longer than in a cardboard box
- Simple cleaning and hygiene safety: with the dishwashing technology from HOBART, the boxes are quickly clean and dry again
- Customer loyalty: Those who use the box often order another pizza within two weeks to return the used box without any extra effort
- Foresight: From 2023, caterers, delivery services and restaurants across the EU will be obliged to also offer reusable containers for takeaway food
- No additional costs: At 29 cents per box, the price of use is similar to that of a disposable box

**Further information at [www.rezzeat.de](http://www.rezzeat.de)**

### The material of choice

The heat-insulating *rezzeat* box is made of food-safe EPP (expanded polypropylene). A scratch-resistant polypropylene plate is included so the pizza can be cut without damaging the box. All hygienically washed and dried by the HOBART PREMAX FP.

