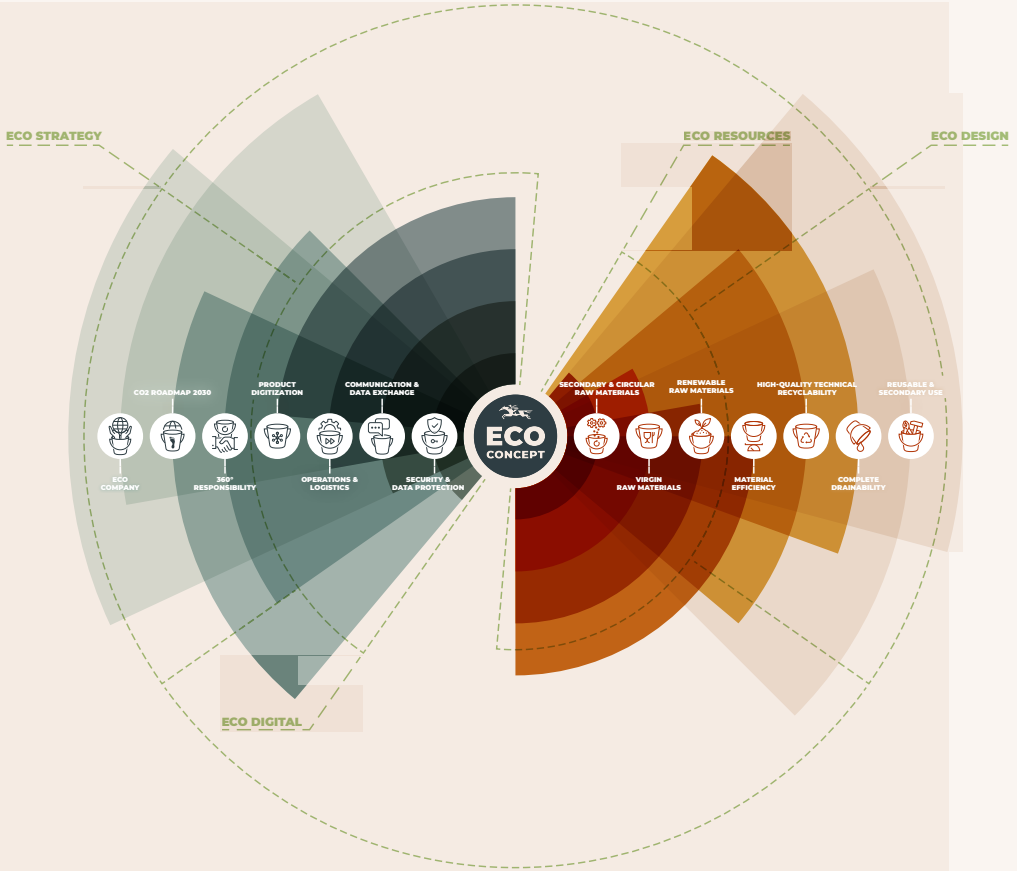
The Jokey Eco Concept 4.0

In 14 steps towards packaging for the circular economy

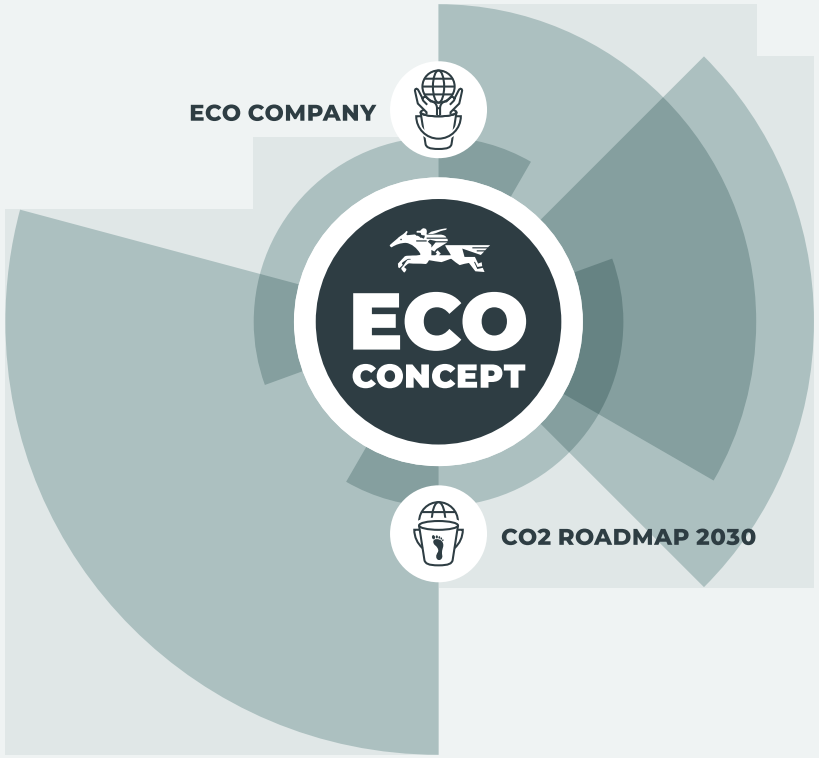


The Jokey Eco Concept 4.0 is the guiding framework for sustainable packaging solutions in the circular economy. Our ambition: maximum product functionality with a minimal environmental footprint.

Across 14 fields of action within the areas of Eco Strategy, Eco Resources, Eco Design and Eco Digital, Jokey actively drives the transition to closed material cycles along the entire value chain.

Eco Concept

Eco Strategy



Eco Company

Sustainability is firmly anchored in the corporate strategy. Jokey combines environmental responsibility, economic growth and social responsibility into a long-term transformation strategy.

Investments in energy-efficient technologies, renewable energies, modern infrastructure and certified management systems ensure the continuous improvement of production and processes.

CO_2 Roadmap 2030

Jokey pursues science-based climate targets (SBTi) and aims to reduce greenhouse gas emissions by 42 % by 2030.

Measures include material reduction, efficiency improvements, the use of renewable energies as well as the integration of all stakeholders along the value chain.

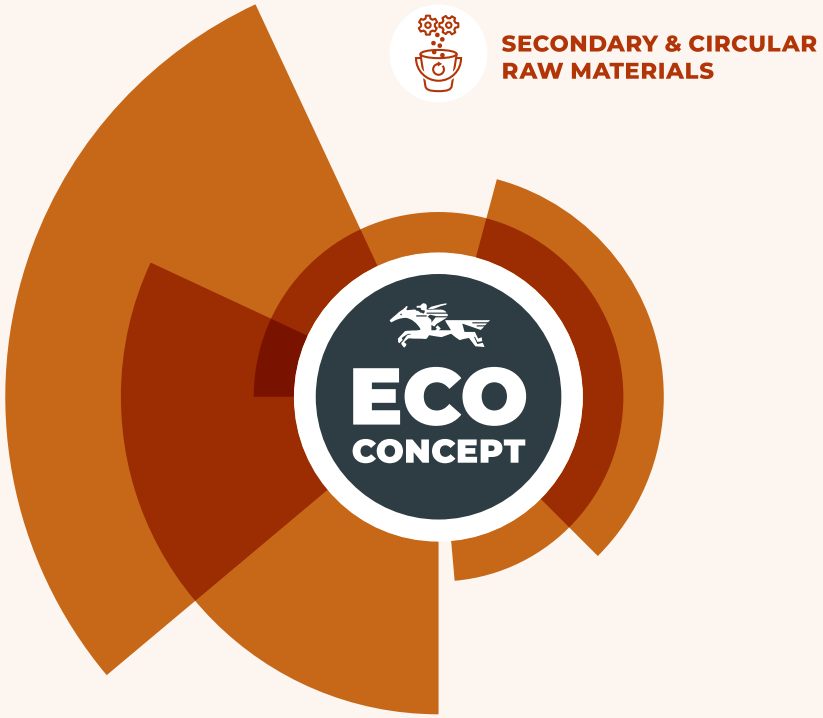
Eco Strategy

360° Responsibility

Sustainability is considered holistically – from procurement to recycling. Jokey focuses on responsible supply chains, zero-waste approaches and the promotion of circular material flows.

Through close collaboration with partners, associations and NGOs, the development of a global circular economy is actively advanced.

Eco Resources



Secondary Raw Materials | Circular Raw Materials

The use of post-consumer recycled materials reduces the need for virgin materials and significantly lowers the CO_2-carbon footprint. Packaging made from recycled materials offers the same functionality and quality and is increasingly becoming the norm in the non-food sector.

By returning used packaging and ensuring its high-quality recycling, Jokey strengthens closed material cycles. PCR is primarily sourced from mechanical recycling; in addition, chemical processes are used, particularly for applications with high quality requirements.

Eco Resources

Virgin Raw Materials

Only materials that comply with the law are used for food packaging.

Polypropylene (PP) offers clear advantages: it is recyclable worldwide, meets the highest hygiene requirements and enables reliable reintegration into the material cycle.

Renewable Raw Materials

Bio-based raw materials are being evaluated as a potential complement. A holistic assessment of their environmental impact is crucial, particularly with regard to land use, biodiversity and climate impact.

Only materials with a sustainable origin, certified quality and suitable technical performance will be considered in the long term.

Eco Concept

Eco Design

Material Efficiency

Through continuous optimization, material usage has been reduced by up to 40 % since 1990.

Lighter packaging reduces resource consumption as well as CO_2 emissions in production and transport and improves the overall environmental footprint.

High-Quality Technical Recyclability

Mono-material design and single-material streams ensure high-quality recycling without loss of quality.

Digital markings support identification and sorting in the recycling process and increase the efficiency of material flows.

Eco Design

Complete Drainability

Packaging is designed to be completely emptied.

This reduces residues, improves recycling quality and decreases energy and resource consumption in the recycling process.

Reusable & Secondary Use

Durable and robust packaging enables reuse and secondary use, thereby contributing to an extended product life cycle.

New solutions, particularly in the food service sector, promote reusable systems and meet legal requirements for reusable offerings.

Eco Concept
Eco Digital

Product Digitization

Digital packaging serves as a data carrier along the entire value chain.

Solutions such as the “digital product passport“ provide data on materials, origin and recyclability, thereby supporting an efficient circular economy.

Operations & Logistics

Digital networking optimizes production and logistics processes and reduces energy and resource consumption.

More efficient processes along the entire supply chain make a significant contribution to sustainability.

Eco Concept
Eco Digital

Communication & Data Exchange

Integration into digital networks enables efficient data exchange between all stakeholders along the value chain.

This strengthens transparency, process quality and long-term competitiveness.

Security & Data Protection

With increasing digitization, the requirements for data security are increasing.

Jokey relies on modern security solutions, certified systems and continuous improvement to ensure stable and secure processes.