

# Initiative Mehrweg



## Multi-way – Measurably Sustainable!

**Invitation to the press conference on 3rd February 2010, at 12.00 o'clock  
Fruit Logistica, Berlin Trade Fair, Hall 2.2, Room Ulm**

Dear Sir/Madam

The foundation for reusable systems cordially invites you to the above-mentioned press conference.

### **Multi-way – Measurably sustainable! Presentation of a Tool that Measures and Compares Environmental Effects on the Transportation of Fruit and Vegetables in Europe**

The foundation presents an Internet tool with the help of which emissions caused by the transportation of fruit and vegetables in various packing systems can be compared. This tool was developed on the basis of the results of the ecological-balance surveys from the year 2009, in which the reusable plastic crate system for fruit and vegetables was compared with the one-way systems utilizing wood and carton. The study "On the sustainability of Packing Systems for the Transportation of Fruit and Vegetables in Europe" covered the 5 most important producing countries (Spain, Italy, France, The Netherlands, and Germany) and the 4 largest purchasing countries (France, The Netherlands, Great Britain, and Germany).

The results confirmed that the reusable system was currently the most ecologically beneficial and favourably-priced system. With the help of the new "**Environmental Impact Calculator**" the savings potential can now be clearly shown – for the individual user in particular, and for the EU Market as a whole.

The tool and several calculations will be presented to you by:

- Former State Secretary Clemens Stroetmann,  
Managing Director of the Foundation for Reusable Systems
- Eva Leonhardt (Honours Graduate)  
Deputy Managing Director of the Foundation for Reusable Systems

The press conference will be held in German and simultaneously translated to English.

We look forward to seeing you!

Former State Secretary Clemens Stroetmann  
Managing Director

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