



Case study - communication politics about a packaging solution

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Climatop: Objective and purpose of the label

1. A certification of products and services which is technically well founded as well as credible, based on life cycle assessments
2. Orientation aid for a climate-friendly consumer behaviour
3. Design to climatop:
Reduction of CO₂e-emissions thanks to product innovations



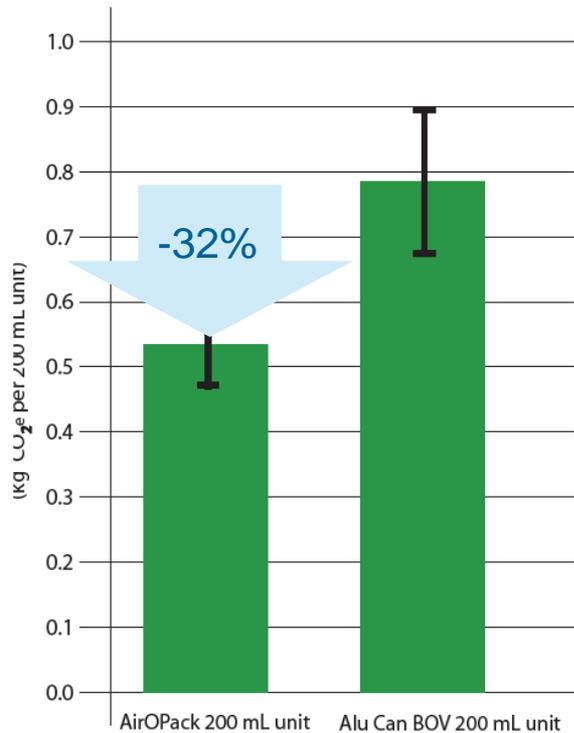
Airolux AG

- Company based in Bilten (CH) and Waalwijk (NL)
- Highly innovative and sustainable dispensing solutions for consumer applications (shaving gel, toothpaste, hair and skin care)
- Product innovation, large scale PET/Plastic manufacturing and manufacturing of delivery systems for consumer markets
- In-house filling option which contribute to additional sustainability by eliminating extra transport and avoiding extra handling

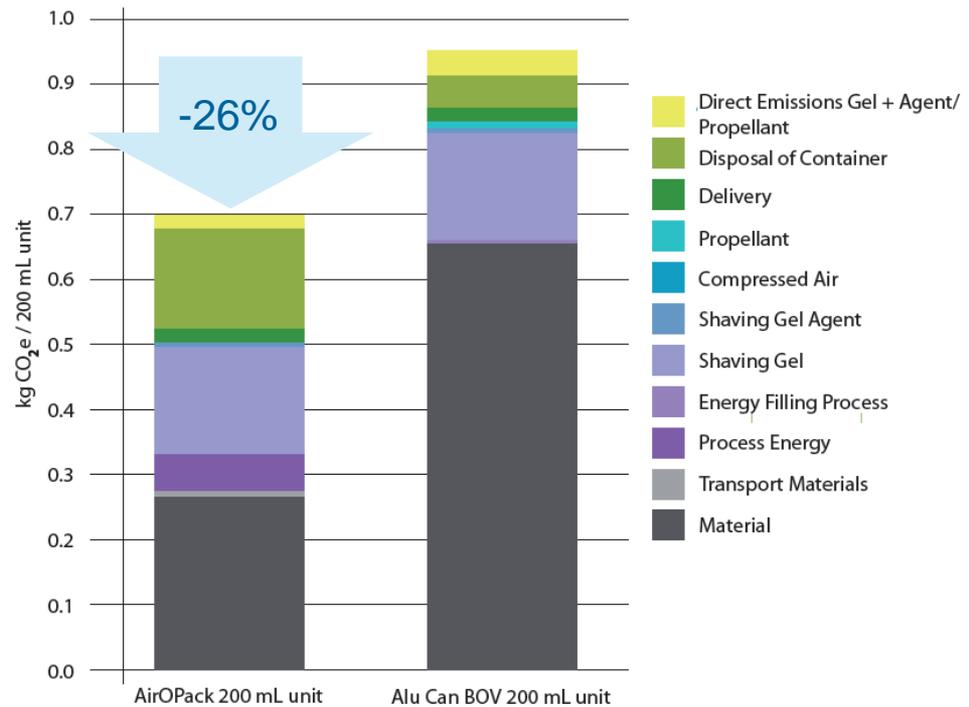


Comparison CO₂-emission AirOPack vs. conventional aerosols dispenser

only package

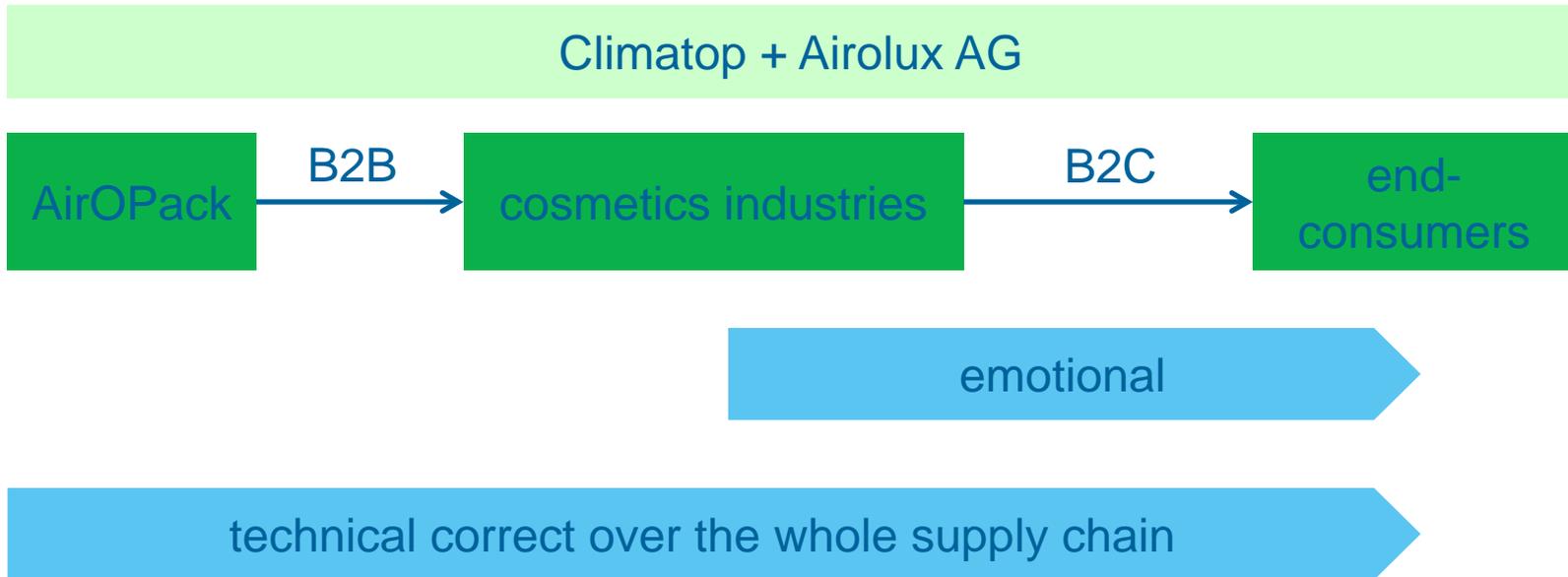


with content (shaving gel)



Results of UBPs show same patterns.

Communication Policy



- Technical credibility + emotional impact
- Added value for all stakeholders



**Many thanks for
your kind attention**

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