



KeyKeg, UniKeg made from re-used plastic

KeyKeg & UniKeg are the only kegs that, from the start, are designed with circularity in mind. KeyKeg started to re-use plastics to create their griprings and base cups; made of 100% Post Consumer Recyclate. Today, KeyKegs are collected with the aim to create new KeyKegs made of 81% re-used materials before the question of plastic reuse became a major topic. Therefore only 19% of the used KeyKegs is for other applications than new KeyKegs. KeyKeg has the ability to be 81% more circular than any of the kegs in its category. Innovation is continuing to in time deliver kegs following the full Cradle to Cradle principles.

The challenge to push the boundaries further, came when it became obvious that the market waste streams were not all taking responsibility for plastic waste. Recycling, of large containers, in traditional waste streams is technically possible but in general not applied; kegs often [despite good marketing spin] end up in landfill or are incinerated when left to the traditional waste stream - not recycled despite its technical ability to be recycled – despite all claims that are made in market.

OneCircle: cradle-to-cradle kegs

For this reason Lightweight Containers, with products KeyKeg & UniKeg initiated the company OneCircle (www.onecircle.world). The past year, OneCircle has collected kegs used on festivals, created fully operational collection networks in the Netherlands, Belgium, France and the UK leaving nothing to chance with programmes ready for roll out in the USA and Asia. In markets such as Japan, the KeyKeg and UniKeg are processed by the local waste streams in line with country specifications.

KeyKeg and UniKeg have further environmental credentials; they reduce the requirement of return logistics by 100% and water required for cleaning is now zero.

Beverage producers now favour KeyKeg and UniKeg, since its double wall technology is the only way to operate kegs safely in countries where the temperature is high, retaining the beverage high quality standards as set by producers in the sectors: brewing [incl craft], wine, kombucha and nitro coffee to name but a few.

Waste stream accountability

Anita Veenendaal, Chief Executive Officer, despite claims of kegs that can be recycled: ***'We actively encourage users to ask their packaging provider for their circularity credentials as well as supporting evidence of true recycling taking plac; we all have a responsibility in waste stream accountability.'*** For this reason KeyKeg and UniKeg make significant investments to ensure we all take our responsibility.

Annemieke Hartman – Jemmett, Chief Commercial Officer, KeyKeg & UniKeg are leading the beverage packaging industry. Our founder Jan Veenendaal had vision years ago in the development of the product linked to the demand in the market for quality packaging solutions. Leaving the world a better place now drives the company's actions.

Are you curious about the recycling and circularity program together with OneCircle? We will be more than happy to provide you with all the information.

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