



ECOBOXES FOR RESPONSIBLE CONSUMPTION

PolyER and Local Kitchen have developed and launched eco-friendly food packaging.

Local Kitchen, a food delivery company, and PolyER, a partner of SIBUR, joined forces to produce eco-friendly food packaging.

“Many of our customers are environmentally conscious and want their food to be delivered in recyclable packaging,” said Alina Likhachevskaya, Head of Sustainable Development at Local Kitchen. “So we came up with the idea of ecopackaging about a year ago. We knew that it needed to be made of 100% recyclable monomaterial, undyed and unclarified polypropylene, and have an ergonomic design. In addition, eco-friendly packaging solutions unlock new consumer benefits, such as a clear view of the product inside and safe storage and heating, all while optimising packaging costs for the company.”

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“Existing solutions on the market were not enough for us, so we got in touch with PolyER. Firstly, we like the fact that the production site is not far from Moscow, minimising the carbon footprint of logistics operations. Secondly, PolyER is the only Russian company not just certified but also verified to meet the ISO 14001:2015 standard of environmental management.”

“Local Kitchen has been a loyal customer for a long time,” said Artur Roush, Head of Packaging at PolyER. “But previously, they bought products from our mass-produced range. They asked us to adjust our standard proposal to suit their needs. With Local Kitchen’s help, we optimised the packaging design and flattened the lid, thus making the box 20% lighter. The new lunch box is made of SIBUR polypropylene and is 100% recyclable.”

“Launched in May, the new eco-packaging became so popular among consumers that it prompted us to roll out mass production of ecoboxes as early as August in response to requests from multiple businesses.”

PolyER’s ecoboxes are now used by many Russian services in various market segments. Our export partners are also showing strong interest. Next year, PolyER plans to install new equipment to expand the production of lunch boxes. The Company believes that environmental friendliness is set to become a key criterion when choosing packaging.

