

IMPACT REPORT 2025

sykell



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This report covers the business year 2025 and was finalised in July 2026.



OUR APPROACH

From coffee to-go and quick grocery shopping to another online order, convenience shapes our modern lives. Sykell is on a mission to make reusable packaging a natural part of that rhythm, reducing the waste of our everyday habits.

At Sykell, we know it's time to decouple the benefits of convenience from the generation of waste. Our goal is to make responsible consumption the easier choice for every person and company, offering reuse solutions that fit seamlessly into modern life and industrial processes. With EINFACH MEHRWEG and Circular ERP, we build the circular systems that empower brands, retailers, and logistics partners to shift their value chains and create an offering with less waste. We enable the transition to a circular economy by keeping resources in use and waste out of our nature and cities, without compromising the ease we are used to.

We are excited to present our third Impact Report, looking back at the milestones of 2025 and what we have worked on and achieved. This report offers insights into our journey, our progress, lessons learned, and our impact, backed by real numbers.

Creating positive change towards sustainability is not a straight path, it's a journey of progress, setbacks, and learnings. In this report, we highlight both our achievements and our challenges, to inspire more openness and ambition across the reuse and packaging industry. Because lasting change comes from collective effort and systems that everyone can contribute to and benefit from.



CLOSING THE LOOP TOGETHER

"Reuse has always been the right answer, environmentally and economically. What this report celebrates is the progress we make to ensure reuse stops being the exception and becomes the rule. Our role is to pioneer reuse systems at the scale of everyday life, until going back feels absurd."

Davide Mazzanti, CEO

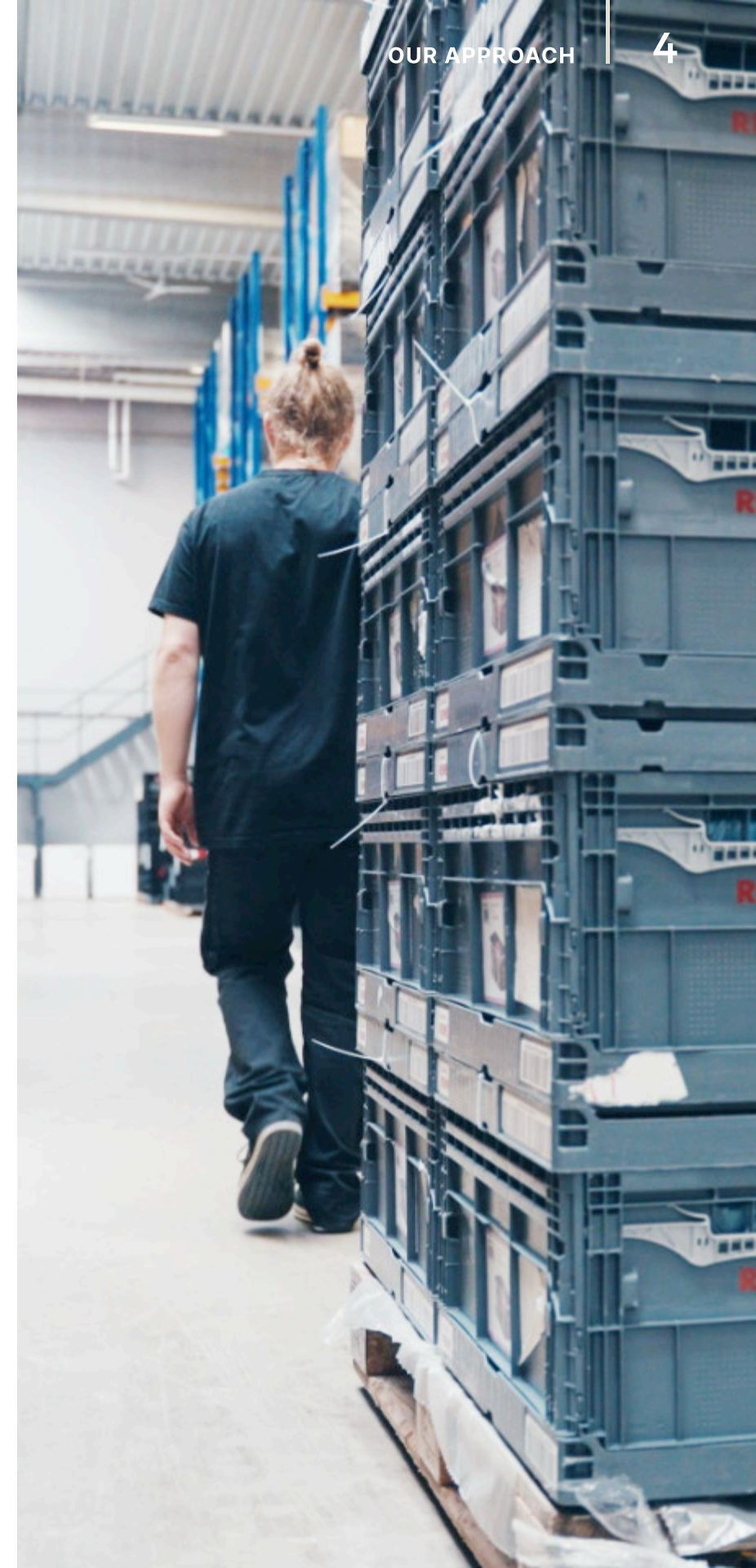


Change to a responsible future only happens when everyone decides to move.

The transition to a circular economy isn't driven by one company or consumers. It takes brands, producers, retailers, logistics providers, policymakers, investors and consumers, each holding a piece of the puzzle. Every time a company decides to sell its product, to send its order or to ship its materials in reusable packaging, it reduces waste, keeps materials in use, and gives the end-consumers the choice to close the loop.

The reuse revolution doesn't have a single entry point, it runs through every supply chain, warehouse, checkout and household.

Those with the most leverage, such as manufacturers who design products, retailers who shape demand or investors who allocate capital, carry the greatest responsibility to act first. Lasting change only becomes possible when everyone, at every level, decides that the way things are done right now is no longer an option for a safe future.



HIGHLIGHTS 2025



2.85 MIO.

single-use packaging units were avoided by using EINFACH MEHRWEG since 2023



81,957 KG

of single-use packaging waste avoided by using EINFACH MEHRWEG since 2023*

CERTIFIED

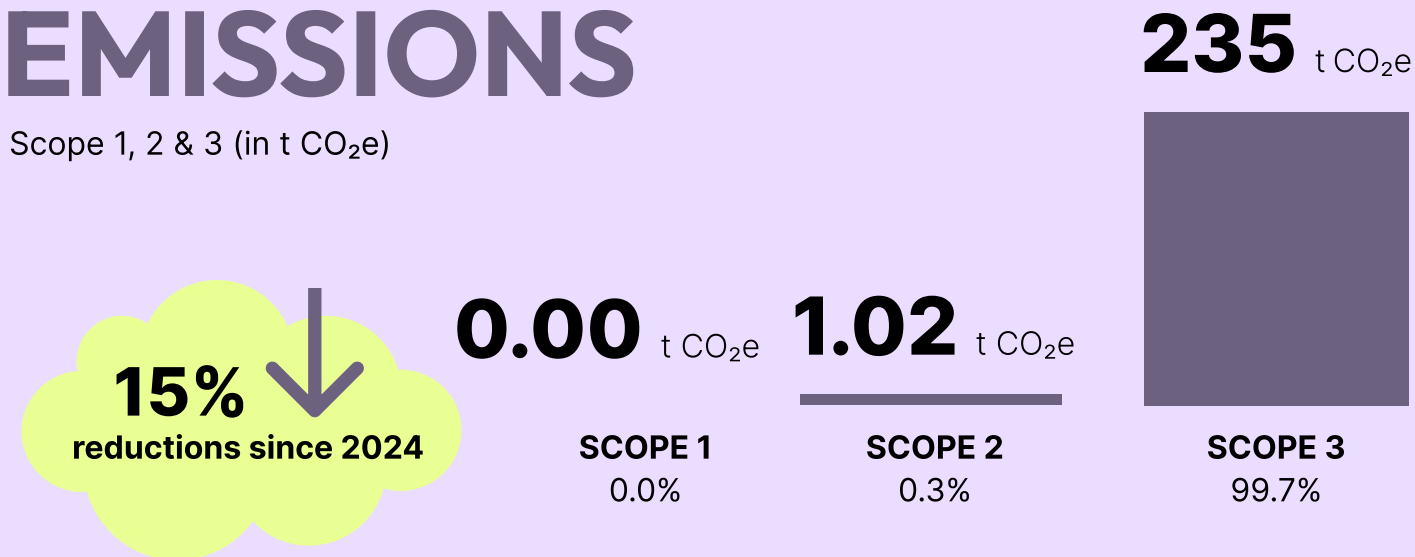
EINFACH MEHRWEG To-Go, the first to-go reuse system certified under the new Blauer Engel criteria (DE-UZ 210)



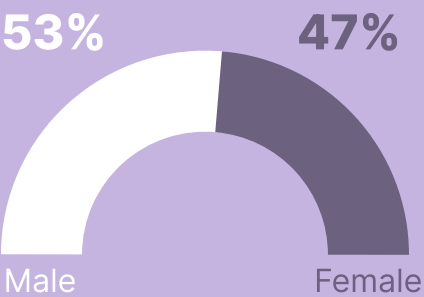
*Based on the results of our ISO 14040/14044 compliant LCA, considering the actual orders and average use numbers per reusable packaging.

COMPANY EMISSIONS

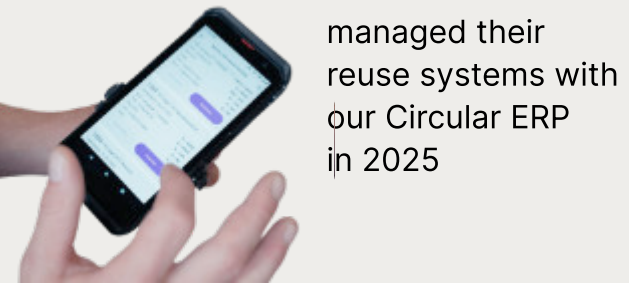
Scope 1, 2 & 3 (in t CO₂e)



GENDER BALANCE



6 CLIENTS



managed their reuse systems with our Circular ERP in 2025

3 AWARDS

have honored EINFACH MEHRWEG and Circular ERP in 2025





THE WAKE-UP CALL

THE CRISIS WE FIGHT

Our planet is breathtakingly beautiful, yet its ecosystems are fragile.

Truckloads of single-use waste now flood our rivers and forests, turning yesterday's comfort into today's crisis. Our demand for fast, cheap, and convenient consumption drives the linear economy.

We are all part of the solution. First, we must understand the cause, then, we can begin to change it.

A BROKEN SYSTEM

The shift to a circular economy is urgent

Resource use causes 55% of global carbon emissions¹

The global economy follows a linear take-make-waste model: raw materials are extracted, turned into products, and disposed of shortly after use. This pattern drives 90% of total land-use-related biodiversity loss and 55% of global GHG emissions.¹ This unsustainable pattern cannot continue. Each year we consume more natural resources than the Earth can regenerate, depleting what future generations will need.²

Only 9% of materials used are secondary¹

Material use globally has tripled over the last 50 years and resources are extracted at growing rates, yet only 9% of materials used in production and construction are recycled.¹



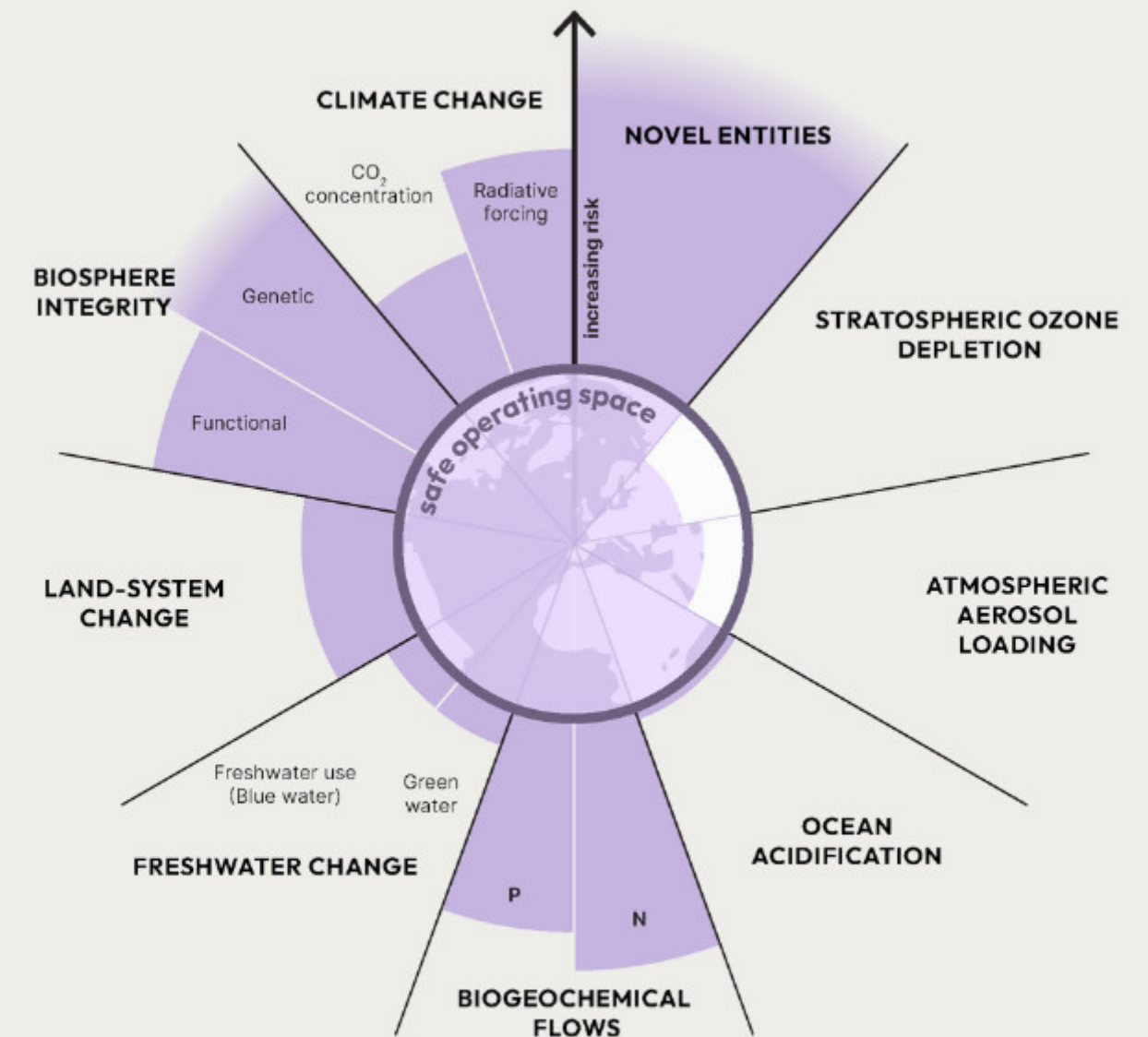
Planetary crisis are rising

Our consumption and production patterns are pushing Earth's ecosystems to their limits, threatening their stability for future generations. We have already exceeded the safe operating spaces of seven of nine planetary boundaries, risking unknown environmental consequences. The consumption and improper disposal of human-made chemicals, like plastics and other pollutants, pose unknown risks to the planetary health. They can be found in every part of the planet, cause measurable harm, and we don't know how to remove them.³

These trends can only be reversed by cutting consumption and shifting to the circular economy, in which materials, without harmful substances are designed to be reused as many times as possible, before being discarded.

Planetary boundaries, 2025⁴

7 out of 9 planetary boundaries already exceeded the safe operating space



THE WASTE CRISIS

177.8 KG of packaging waste

Every person in the EU generated on average 177.8 kg of packaging waste per year in 2023, which was a reduction of 6.4% since 2021, the first reduction since 2009.⁵

19% of material in plastic packaging is recycle

In Germany 52% of all plastic packaging used was recycled in 2023. But newly produced plastic packaging only contains 19% recycle.⁷

Only 1.6% reusable packaging

Reusable packaging use has doubled, but it still makes up only 1.6% of the 14.8 billion to-go food packages in the German HORECA (hotel, restaurants and café) sector .⁶

81% increase in solid waste generation by 2050

If we follow a business-as-usual scenario, global municipal solid waste generation will grow from 2.1 billion to 3.8 billion tonnes of waste generated yearly.⁸



BENEFITS OF REUSE

Reusable packaging addresses several environmental challenges at once: resources are conserved and environmental impacts are reduced along the value chain, including water consumption, raw material use and greenhouse gas emissions.

Reusable packaging is a solution to move from a linear waste system to a closed-loop one. And consumers are ready: 82% of Germans say they want a wider range of reusable packaging options.⁹

What factors are essential for reusable packaging to make environmentally sense?

Reuse works because the packaging keeps working. The environmental footprint of a reusable container is spread across every cycle it completes, which means it overtakes single-use after just 3 to 13 uses against hard plastic or glass, according to a series of public studies and our own LCA. Beyond that point, every rotation widens the gap.¹⁰



↑↓ High return rate

Only returned packaging can be reused

High number of uses

With every reuse, the environmental footprint per package decreases

High level of acceptance

A convenient system increases participation and return rates

Appropriate areas of application

Reusable packaging is most effective when used to replace material-intensive packaging (plastic, aluminium or glass)

Material-efficient product design

Design that reduces material usage and packaging weight helps conserve resources

Efficient logistics

Short transport routes, consolidating returns and using lightweight transport packaging reduces emissions.



CLOSING THE LOOP

OUR SOLUTIONS

Our journey continues with a simple but strong conviction: change is possible.

With EINFACH MEHRWEG and Circular ERP, Sykell offers solutions that enable reuse systems to scale. Solutions that make the shift towards a sustainable future both simple and achievable.

It's a mindset and a belief that it can be done. And that's exactly what we need right now.

SYKELL'S VISION



**Humanity
has transitioned
to the circular
economy and
reusable packaging
is part of
everyday life.**

Our mission is to accelerate the transition to the circular economy by enabling packaging stakeholders* to move from linear to circular value chains.

Our Impact Report presents the milestones in our mission. We show that reusable packaging systems work and create positive ecological impacts for everyone. The circular economy is not a distant vision, it is a reality we can shape together.

* brands, retailers, producers, reuse systems, cities, governments, and users.

OUR COMPANY VALUES



IMPACTFUL

We prioritise to accelerate meaningful change to enable a circular economy.



SCIENCE-BASED

We take scientifically-based decisions based on clear and transparent data.



OPTIMISTIC

We know change is possible to create a waste-free future, for all generations.



COLLABORATIVE

Change does not happen alone. We establish circular value chains with our partners.

OUR REUSE SYSTEMS

Sykell enables reuse systems to scale across the pre-packaged food, foodservice and retail sectors.



EINFACH MEHRWEG is a reusable ecosystem for plastic-based takeaway and pre-packaged food packaging. It integrates into existing deposit machines in supermarkets and logistics networks, with around 6,000 return points in Germany. This makes reusable packaging suitable for everyday use for consumers, brands and retailers.



Circular ERP is the leading pool management platform for reuse systems in Europe. It connects inventory movements across every stakeholder and automates the workflows behind collection, return, and maintenance, turning reusable packaging into infrastructure that runs itself.



Reusable packaging system for takeaway consumption of food and beverages.

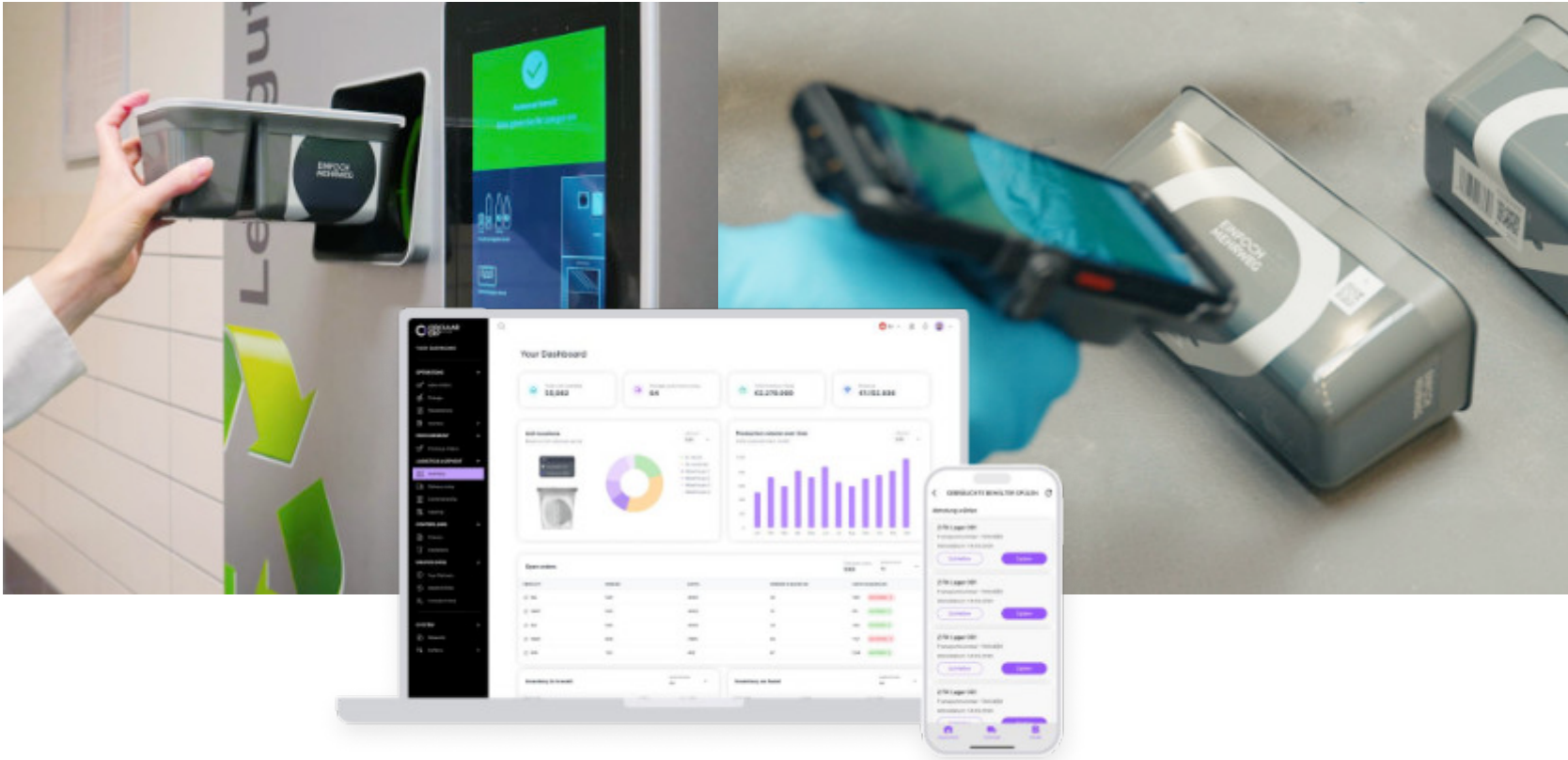




A multi-category packaging solution for pre-packaged food on retail shelves.



Go-to market targeted for Q1 2027



ACHIEVEMENTS OF 2025



724,040
single-use packaging
units avoided in 2025.

6,000
nationwide return
points in Germany.

2 NEW
reusable packaging
containers in development
for pre-packaged food.

9 USES
as the highest usage number, which
some of our containers achieved
until the end of 2025.

88%
Return Rate in 2025
of all containers
that were used by
consumers.

4 CLIENTS
started their reuse journey
with the Circular ERP in 2025.

CHALLENGE
Some of our packaging take more than
six months to return to our washing
facility, due to external logistics steps
and slow consumer returns.

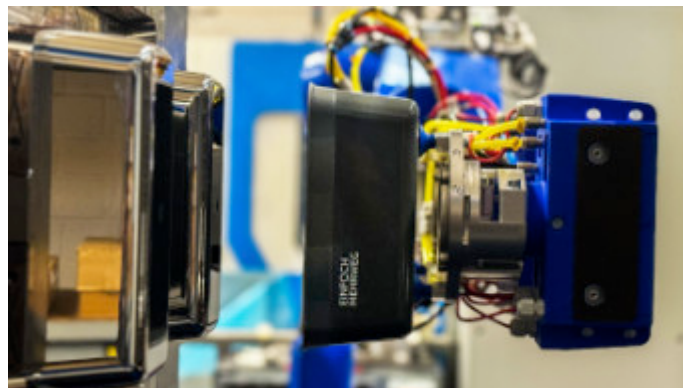
**This is longer than expected and
forced us to re-evaluate our
pool size and inventory planning.**



EINFACH MEHRWEG TO-GO

As easy as deposit bottles

With EINFACH MEHRWEG, we're making reuse as easy as deposit bottles. Our reusable packaging for supermarkets and takeaway fits right into the familiar German deposit system. Fully automated returns at the reverse vending machines (RVM) and smart reverse logistics simplify operations for our B2B customers.



Made in Germany and 100% recyclable

All our products are made in Germany. We only use mono-material polypropylene (PP) combined with a PP in-mould label, ensuring they are 100% recyclable. Our packaging is free from BPA and PFAs, and fully complies with EU Commission Regulation 10/2011, ensuring our containers are safe for foods and drinks.



Serialised tracking & deposit clearing

Each packaging item has a unique, serialised Data Matrix code, enabling accurate weighing, scanning at checkout, and seamless returns. Before being washed, every item is scanned. This allows us to track each container's journey through our Circular ERP system.

Nationwide returns in supermarkets

When using EINFACH MEHRWEG To-Go, a deposit is paid of:

- 1€ for cups,
- 5€ or 2.5€ for containers.

The packaging should be rinsed with water to get rid of food leftovers and returned to collect the deposit. Used containers can be returned Germany-wide at existing reverse vending machines (just like any deposit bottle), or at the cashier in around 6,000 locations of our partners.

Hygienic washing & end-of-life standards

After return, containers are transported to our washing facility via existing routes by our trusted logistics partner.

Every returned EINFACH MEHRWEG packaging is professionally washed, sorted and scanned. Each piece is hygienically checked and tested before being sent back into circulation. Items that are too damaged are sorted out and recycled at high quality levels, to ensure only fit-for-reuse packaging is reused.

EINFACH
MEHRWEG

Our certificates for EINFACH MEHRWEG

The system has been awarded the updated version of the Blauer Engel for reusable systems for out-of-home sales ("to-go") for food and beverages (January 2025 / V1 of UZ 210).

EINFACH MEHRWEG received the 'Mehrwegzeichen', a label given to eligible initiatives that operate environmentally friendly reuse systems.

The Deutscher Nachhaltigkeitspreis Produkte 2025 was awarded to EINFACH MEHRWEG in the category Resources.



POOL MANAGEMENT PLATFORM

The backbone of reuse systems



Circular ERP is our pool management platform helping companies to track, manage and keep their circular assets in circulation and maximise their positive impact.

Circular ERP advances our mission to enable the transition to a circular economy, helping B2B clients manage reusable assets, keep them in circulation, and eliminate single-use waste.

It covers every step of reverse logistics, the most challenging stage of any reuse system. From automatic retail returns via reverse vending machines to logistics, deposit clearing, washing, and sorting.

CORE FUNCTIONALITIES



Inventory management

Operational inventory control at scale from procurement to end-of-life, incl. circular forecast to optimize pool size.



Business intelligence

Proof of compliance and impact at system- and partner-levels for e.g. return rate, loss rate and active pool size.



Asset tracing

Serialized Digital Product Passes for circular tracing, quality management and regulatory reporting.



Partner integration

Standardised data capture across all actors, connecting brands, retailers, logistics and service partners.



Circular finance

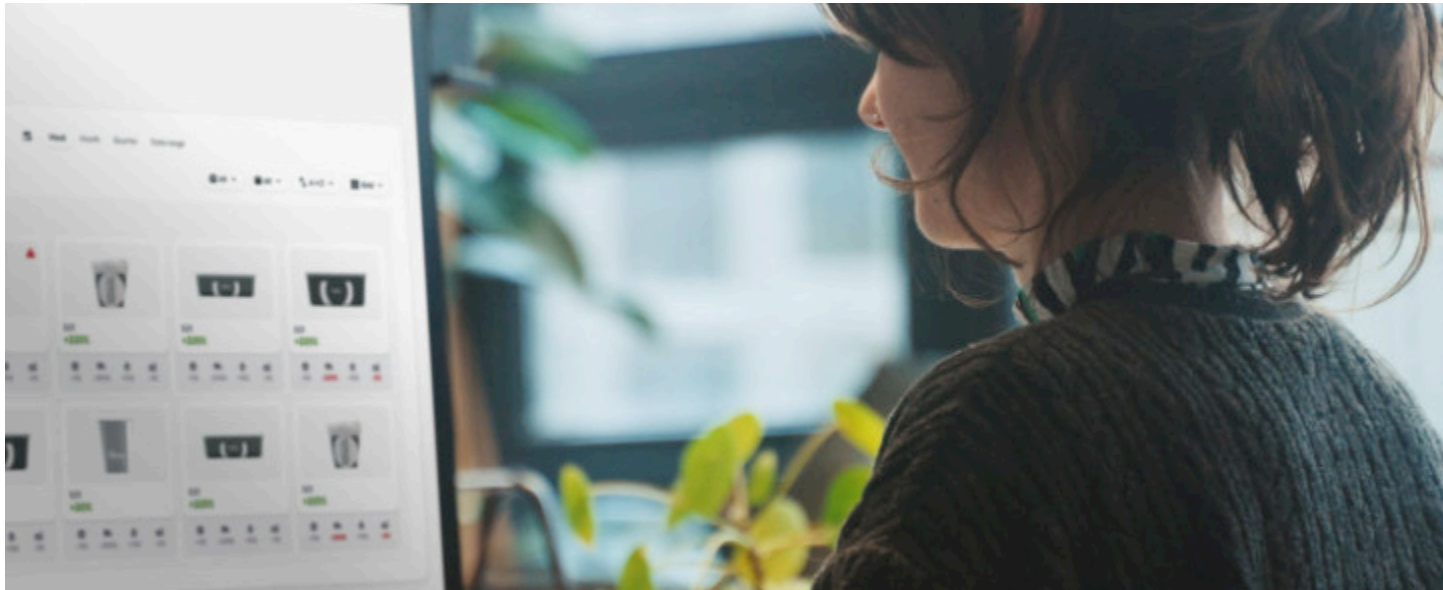
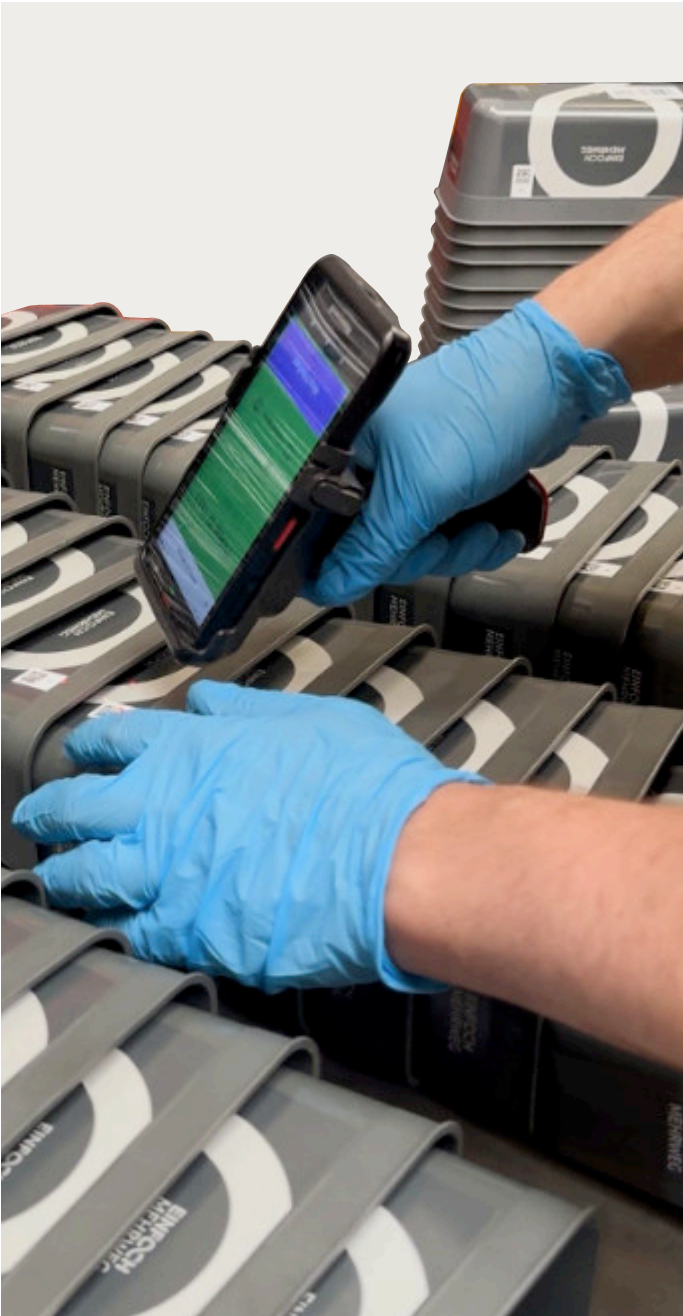
Automated circular workflows incl. financial system incentivization such as deposit management.



Circular process integration

Flexible integration of operator requirements incl. retail and logistics operations via standard interfaces

Selection of awards won:



REUSE SYSTEMS USING CIRCULAR ERP



Reuse only works when the whole system works. No single company closes the loop alone, it takes system operators, retailers, logistics partners, and washing facilities all pulling in the same direction.

Circular ERP is the backbone that makes this collaboration possible: tracking assets, automating returns, and keeping packaging in circulation across every player in the ecosystem. The more partners participate, the stronger the system becomes to build reuse at scale.

We work closely with our clients and their partners to map their specific workflows and processes of their reuse system, integrate Circular ERP into their existing operations, and unlock the full potential of their reuse system. This helps them gain comprehensive insight into their logistics processes and understand where their containers are located, thus enabling large-scale transparent circularity.

Together, we are driving the transformation from single-use to reusable for a more sustainable future.

Companies managing their reuse systems with the Circular ERP pool management platform:

Cosmetic & Hygiene



Foodservice & Retail



CIRCULAR ERP CLIENTS



Copenhagen city-wide reuse infrastructure

New Loop is a full-circle system for reusable, deposit-based takeaway packaging. Cups and containers carry unique QR codes that enable tracking and deposit registration. Combined with software, automated return boxes, and an operational backbone, this makes reuse seamless at scale. Packaging moves between cafés, restaurants, offices, events, businesses, and central washing facilities through existing logistics routes.

Location: Denmark

Return points:

- Total New Loop return points: 81
- Copenhagen city-wide project: 34
- Frederiksberg city-wide project: 20

After successfully operating reuse systems for cafés, offices, businesses, and large-scale events, New Loop is now launching the first city-wide reuse infrastructure in partnership with the Municipality of Copenhagen and the Municipality of Frederiksberg.

Single-use packaging avoided:
over 1 Million unit in 2025



Reusable packaging for baked goods

WECARRY is the first deposit-based reusable system for bakeries and supermarkets offering washable bags. Each bag is made from 100% organic cotton, is designed to withstand over 50 washes and can be recycled at the end of its life cycle.

After 11 cycles the WECARRY bag reaches the break-even point and outperforms single-use packaging in climate impact, according to their comparative life cycle assessment.

Location: Germany

Partnering bakeries and return points: over 100

Return Rate: 78%



OPERATING MODEL

A reuse system relies on four interconnected areas across its value chain. For it to operate successfully, these processes must be seamlessly interconnected, creating a system that is both efficient and ready to scale.

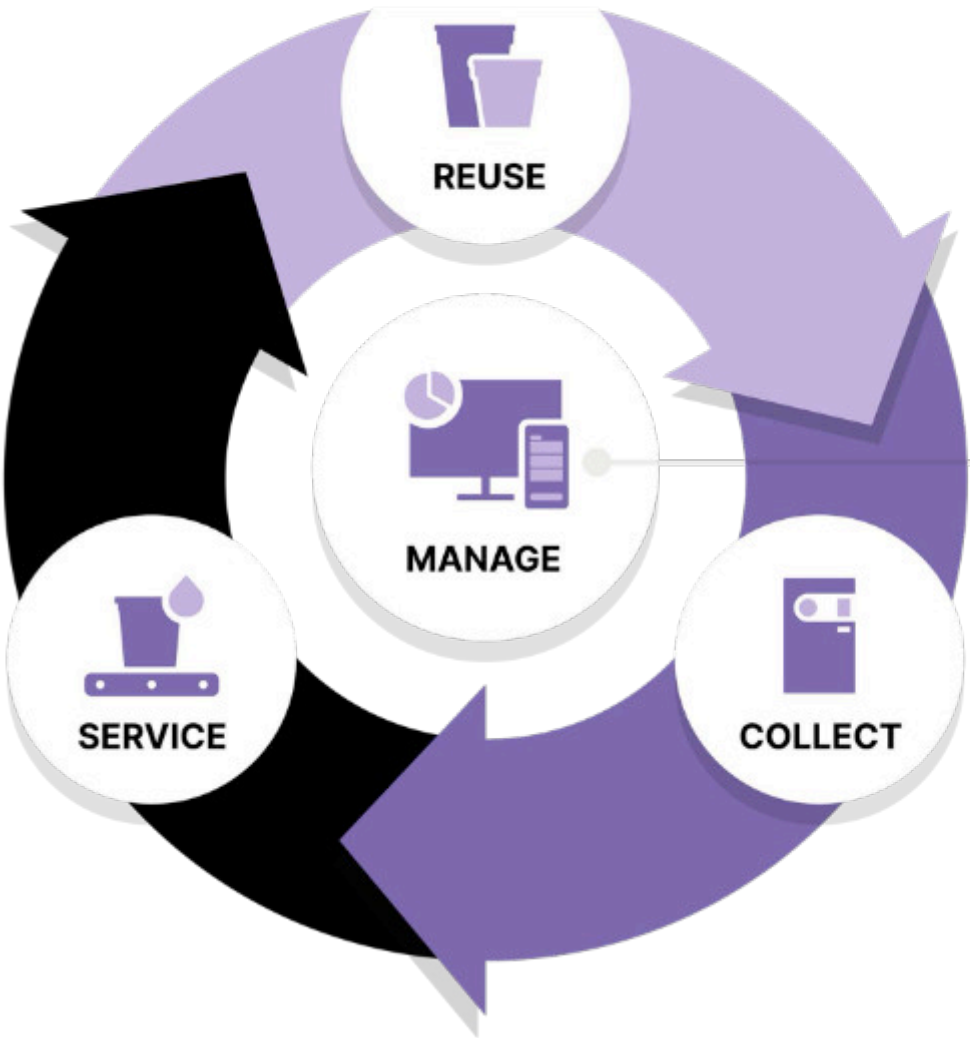
The simplicity of the reuse processes is what allows reuse to fit into people's daily lives and industrial workflows, ultimately unlocking its full potential.

REUSE

To ensure a maximum number of reuses and convenience, the packaging meets the requirements of product categories, collection and services processes.

SERVICE

The packaging pool is serviced to the highest standard through sorting, washing and end-of-life recycling.



POOL MANAGEMENT

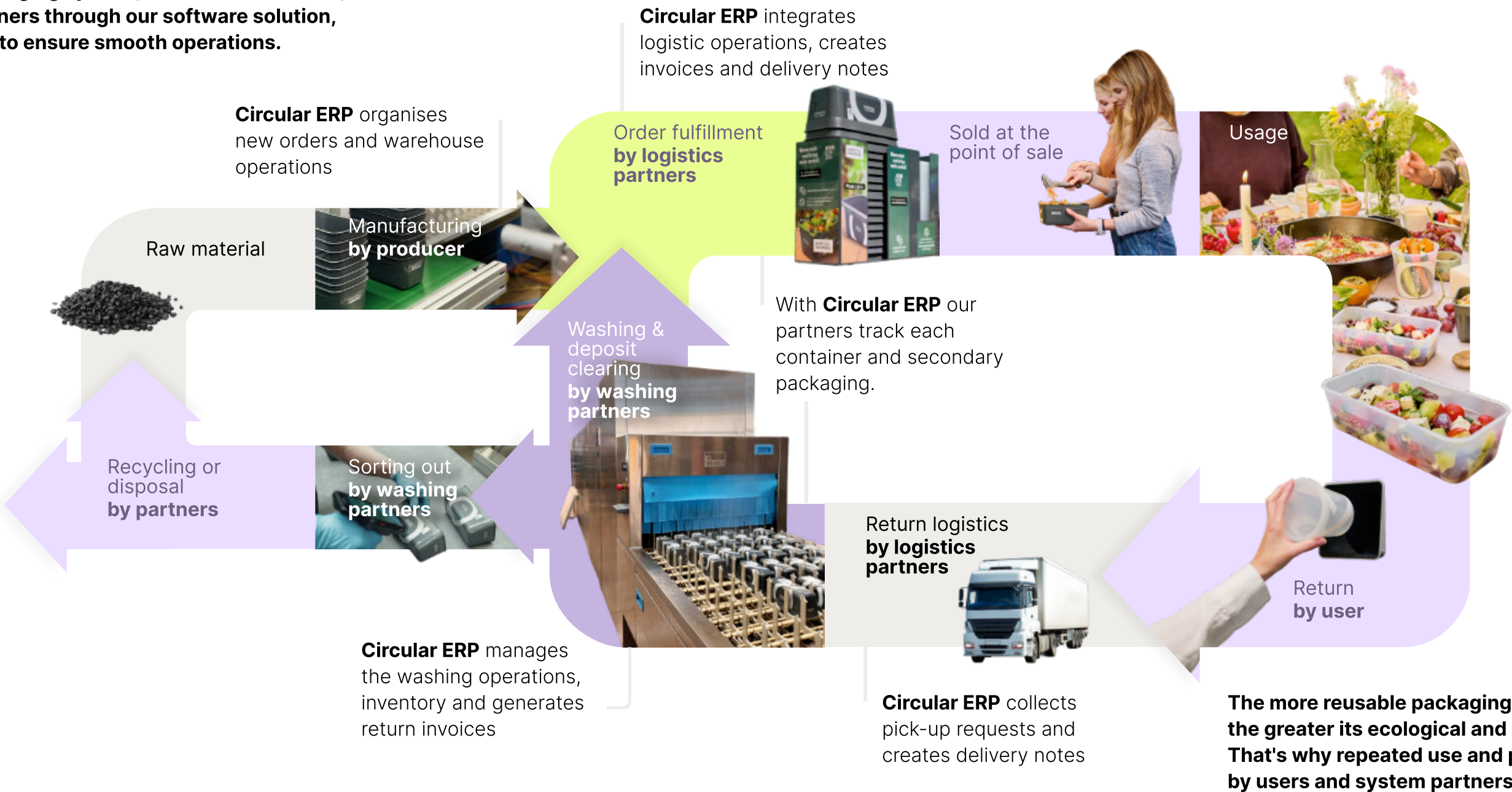
Automation of circular workflows in a software platform through asset tracking and partner integration.

COLLECT

Set-up of convenient and standardised return, collection and reverse logistics processes, integrated in existing infrastructure.

OUR REUSE VALUE CHAIN

Behind the scenes at Sykell, we connect our reusable packaging system, EINFACH MEHRWEG, with key partners through our software solution, Circular ERP, to ensure smooth operations.



AWARDS

for EINFACH MEHRWEG since 2023



ECR Award 2023
Beste Management-
Leistung für den Kunden
Sustainability Excellence
Award



Deutscher Nachhaltigkeitspreis
Produkte 2025

Category:
Resources



Deutscher Award für
Nachhaltigkeitsprojekte
2025

Category:
Packaging



Green Buddy Award
2025

Category:
Waste prevention – Reduce,
Reuse and Recycle



AWARDS

for Circular ERP since 2024

			
Award Name 2024	German Packaging Awards 2024	World Economic Forum 2025	Worldstar for Packaging 2025
Category: Reusable Assets System Prize	Categories: Digitalisation, Innovation	UpLink Challenge: Traceability for Circularity	Category: Digital Packaging





ONE STEP AT A TIME

OUR SUSTAINABILITY MANAGEMENT

Sustainability is rarely a straight line. It's built from decisions made every day.

At Sykell, our sustainability management isn't a compliance exercise, it's a process and defines how we operate, measure ourselves, and stay accountable to our mission. Because for us, ecological and economic benefits go hand in hand.

SUSTAINABILITY GUIDE

What guides our mission for a circular future?

Sustainability as an anchor

Sustainability has been part of Sykell's DNA from the very beginning. We hired a sustainability manager early in our company journey, with the goal of building a holistic sustainability approach. Since then, we have established policies, a code of conduct, responsible sourcing practices, and operational processes. We have also started collecting supplier data to track and calculate our impact each year, putting real numbers behind everything we do.

In one of our first assessments, we aligned our activities with the United Nations Sustainable Development Goals (SDGs). Sykell contributes strongly to four of them:



What sustainability topics move us?

To identify the most important sustainability topics at Sykell, we conducted an internal simplified materiality assessment. Initially developed and evaluated with the founders in 2023, it was updated in 2024 with input from the entire team during a dedicated workshop. This process helped us define the key focus areas and the topics that continuously shape our mission, strategy, operations, and impact.

Using the European Sustainability Reporting Standards (ESRS) list of sustainability topics as a foundation, we selected and ranked the most relevant issues. The topics were then grouped into pillars that reflect Sykell's core sustainability areas.

The 4 main pillars of our material topics are:

- Environmentally friendly products
- Sustainable partners
- Assessments and transparency
- Employee happiness & company culture

We put in place a range of measures and policies to continuously address these sustainability pillars.

Environmentally friendly products

- Environmental policy
- Ecological criteria and PCF assessment in product development
- Comparative LCA for every product
- Team education on impact topics

Sustainable partners

- Code of conduct
- Yearly supplier data collection
- ESG driven supplier selection process
- Daily hygiene tests at washing facility

Assessments & transparency

- Yearly assessment of company and product footprint
- Yearly publishing of impact report
- Impact reporting in Circular ERP
- Educative content for users

Employee happiness & company culture

- Social policy
- Feedback reviews twice a year
- 50% employee gender balance goal
- Yearly anonymous employee survey



How do we track and measure our impact?

As a circular and data-driven company, our main goal is to drive the transition toward a circular economy. To stay on track and focus on the most urgent topics, we continuously measure and monitor our impact and operations.

Through yearly calculations of our company carbon footprint, waste generation, water consumption, and product footprint via life cycle assessments (LCA), we gain a clear overview of our hotspots, improvements, and areas where action is needed. This enables us to address challenges with concrete, targeted measures.

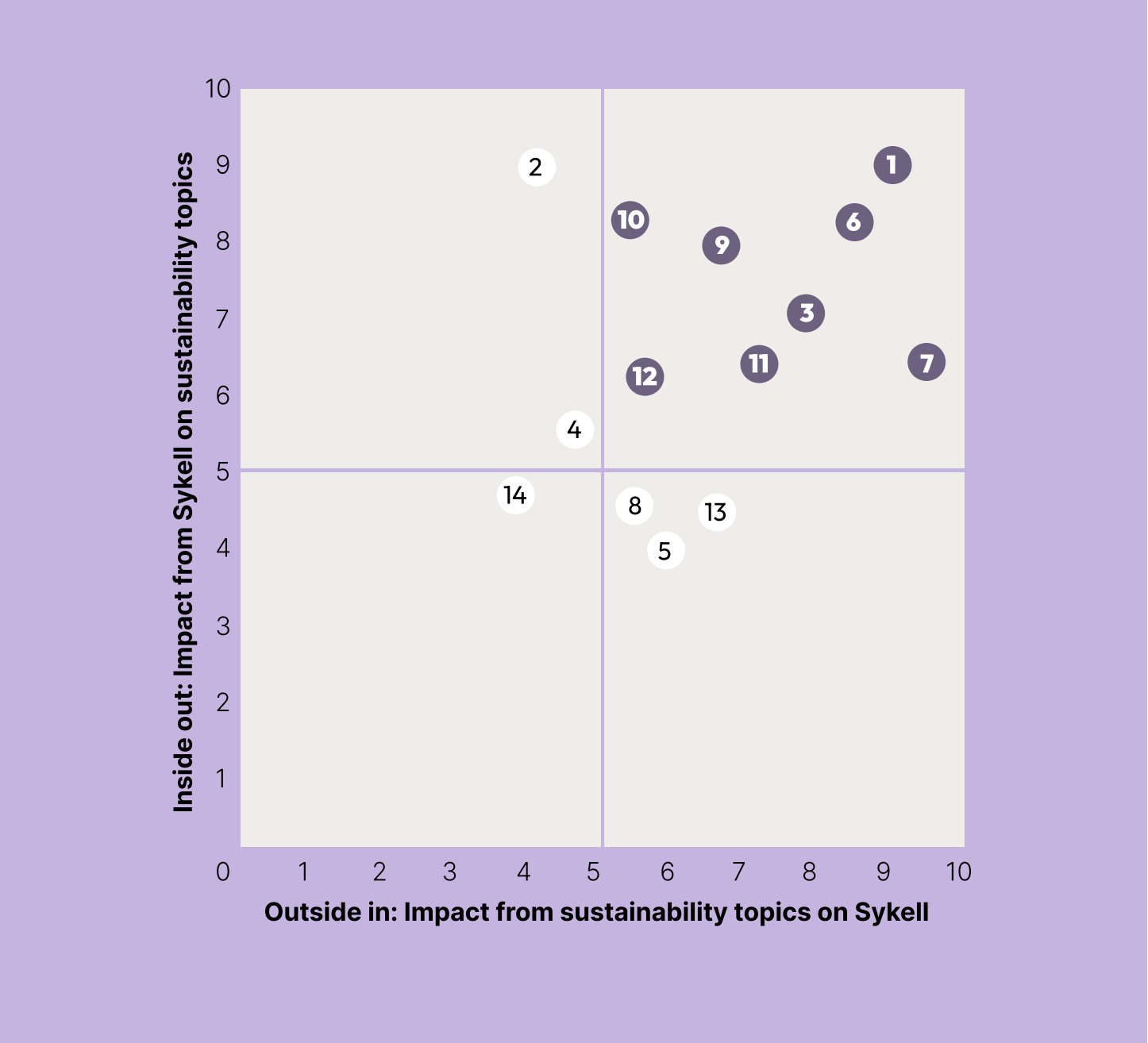
MATERIALITY ASSESSMENT

What sustainability topics move us?

For the materiality assessment, 14 sustainability topics from the ESRS list were selected as relevant for Sykell. Each was evaluated based on two dimensions: Sykell’s impact on the topic and the topic’s impact on Sykell.

All topics are relevant to Sykell’s operations, but some have a higher positive or negative impact, which is why we focus our efforts on these priority areas.

The materiality assessment helps us ensure that our sustainability strategy addresses the issues where we can make the biggest difference.



Material sustainability topics:

Environmentally friendly products

- 1 Resource use (circular economy)
- 2 Waste generation / reduction
- 3 GHG emissions & climate action
- 4 Energy usage
- 5 Water withdrawal

Sustainable partners

- 6 Supplier relationship
- 7 User health & safety
- 8 Health & safety of workers in value chain

Assessments & Transparency

- 9 Educative user information
- 10 Reporting & transparency

Employee happiness & Company culture

- 11 Working conditions
- 12 Employee development
- 13 Political engagement for reuse
- 14 Impact-aligned corporate culture

OUR SUSTAINABILITY STRATEGY THROUGH 2030



Building on the material sustainability topics identified, we developed our sustainability strategy, anchored in the company goals, which set a rule stating:

“Choose solutions that maximise reuse impact and operational leverage. Financial and operational decisions must be compatible with our sustainability goals.”

The sustainability strategy is structured around the four sustainability pillars, each with concrete goals we actively work towards. Every year, we review our progress and adjust our measures to keep moving forward.

SUSTAINABILITY GOALS BY 2030

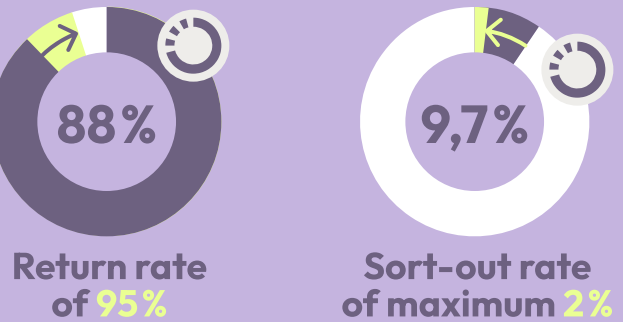
Status Quo 2025

Work in progress

Goal for 2030

Goal achieved

Environmentally friendly Products



Emissions per cycle	kg CO2e per cycle
2023	0.525
2025	0.326
2030	0.2625



Sustainable Partners

Only work with long-term partners located in the EU, following and publishing their own ESG strategy and standards

- producer and washing in Germany
- Label producer in Netherlands

Implement impact-focused supplier selection process

- it is set up and developed
- but not yet applied

Transparent Communication and Data

Transparently communicate about the ecological benefits of reuse

- on webpage,
- in social media
- and with impact report

Automated sustainability dashboard in CIRCULAR ERP

- KPIs defined
- Calculations in progress
- UX and IT implementation in progress

5+

Increase the number of certifications and awards per product to 5

- 10 awards
- 1 certification (Blauer Engel for EINFACH MEHRWEG; DE-UZ 210)

Employees and Company Culture

53% → 60%

Balances gender distribution of 40%–60% across the team

3,5/5 → 4/5

Yearly employee satisfaction score of minimum 4/5

100%

Impact VC investors Collateral Good

Get investments from impact-driven or impact-aligned VC investors

To make our sustainability strategy measurable, we defined a series of goals to be achieved by 2030. Some are based on numeric metrics, others are operational or external milestones we aim to reach to ensure continuous improvement across our operations. We review these targets annually and define measures to achieve them together with the relevant departments.

ACTIVITIES AND MEASURES

We're implementing a range of measures to reduce our ecological footprint and strengthen the positive impact of reuse. All measures contribute to our four sustainability pillars. Some measures are already in place while others are planned for the short and long-term implementation.

✓ IMPLEMENTED IN 2025		🕒 PLANNED IN THE FUTURE	
Environmentally friendly products		- Developed a new reuse solution for pre-packaged food Eliminated pre-wash for new items thanks to improved production hygiene - Implemented impact-driven criteria in product development - Developed an internal product carbon footprint tool for product development - Implemented new return processes at client stores for quicker return of used packaging Improved the process for sorting-out to reduce contamination losses Reduced storage space due to just-in-time deliveries	- Launch the new packaging format EINFACH MEHRWEG Prefill - Introduce lighter secondary packaging - Use reusable transport boxes in all logistics areas, including production - Increase fast returns to reduce sort-outs and production needs - Introduce washable labels at retail - Set impact KPIs and create dashboards in Circular ERP - Push new reusable packaging formats like EINFACH MEHRWEG Prefill to scale our impact
Sustainable partners		Started working with a new responsible production partner, which operates its own photovoltaic farm covering large parts of its yearly electricity needs, and holds a series of certifications in food safety and supply chain transparency.	- New regional partnerships with cleaning facilities to reduce transport emissions Automation at cleaning facilities to improve efficiency and hygiene consistency
Transparent communication & Data		- Conducted a user study at REWE to gain behavioural insights into our end-users - Participated in the initiative “Wanderpokal” in Berlin to advance awareness of reuse systems together with DUH and Recup Strengthened online communication towards end-users to explain the return of packaging - Increased efforts for R&D projects by applying for 2 EU funding schemes, in order to push reusables	- Enhance return messaging on packaging, online, and at point of sale - Participate in national or EU-wide reuse projects to increase the awareness of reusable packaging
Employees & Company culture		Participated in political activities through initiatives to influence the PPWR (EU Packaging and Packaging Waste Regulation) and VerpackDG (Verpackungsrecht-Durchführungsgesetz)	Hire a responsible person for People & Culture, to improve employee development

MAKING IMPACT TRANSPARENT

THE ECOLOGICAL SIDE

Real change starts with good intentions, but it's proven by evidence. Behind every reused container, every resource saved, are facts, figures, and measurable impact.

With life cycle analyses, data overviews, and transparent reporting, we put clear, comparable and verifiable data on the table.

We don't paint a perfect picture. We show our progress.

GREENHOUSE GAS EMISSIONS

The company carbon footprint at Sykell considers all relevant greenhouse gas (GHG) emissions across **scope 1** (direct), **scope 2** (indirect from purchased energy), and **scope 3** (other indirect emissions in the value chain).

Greenhouse gas emissions calculation

For 2025, we conducted our third company-wide carbon footprint assessment. The calculation followed the methods and guidelines of the Greenhouse Gas Protocol and was carried out internally using the Carbon Navigator tool of the reporting software Novata. The assessment covers scope 1 (direct emissions), scope 2 (indirect emissions from purchased energy), and scope 3 (indirect emissions from the value chain).

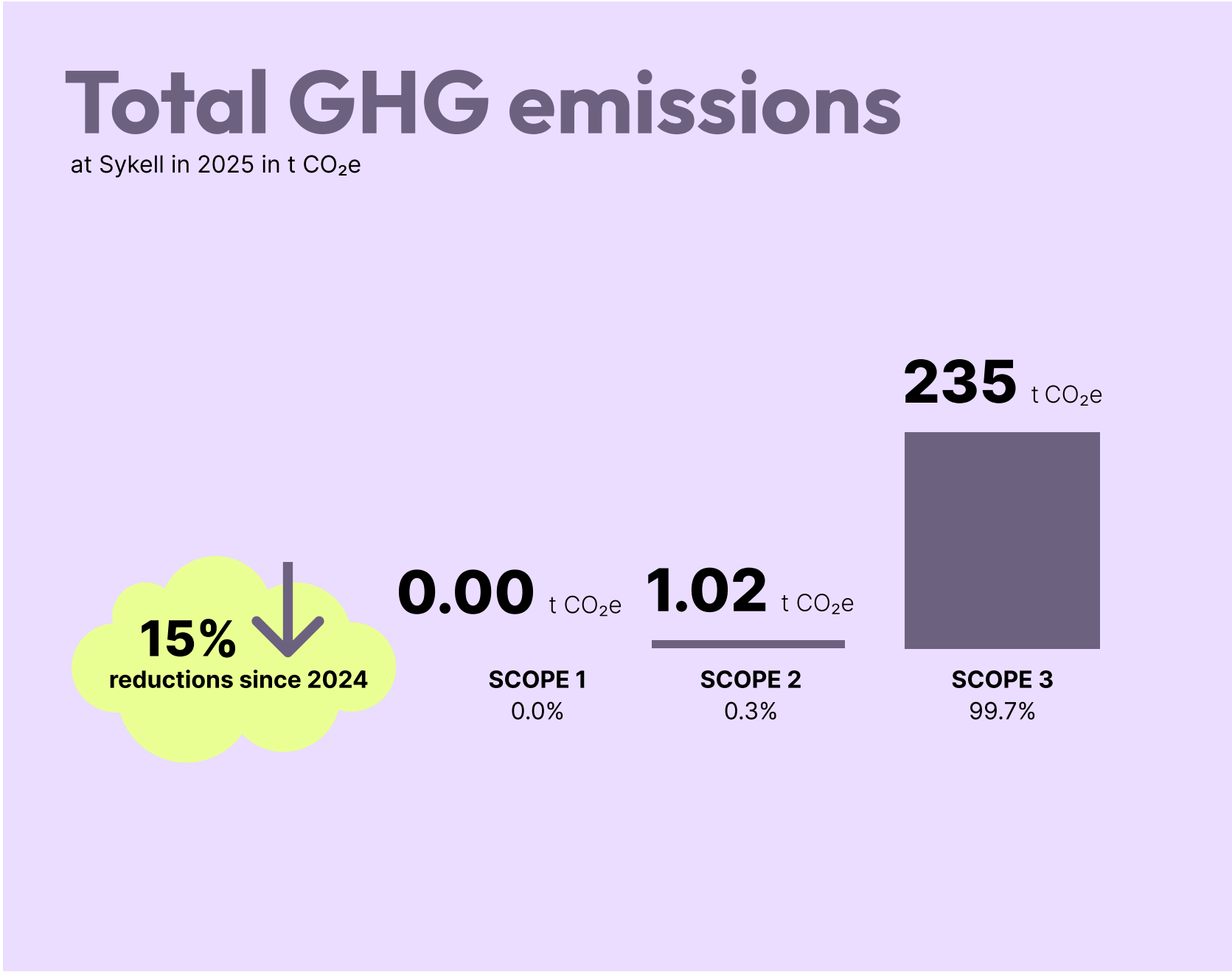
We used a combination of spend-based, primary, average, and supplier-specific data to calculate emissions. All relevant scopes and categories were included, with the exception of the scopes which are not applicable to Sykell's business activities and for which no emissions were generated (scopes 3.10, 3.13, 3.14, and 3.15). The footprint includes all emissions from Sykell's operations and a market-based scope 2.

Scopes 1 and 2

In 2025, 1.02% of our emission fell under Scope 2 (purchased energy) and 0% under Scope 1 (direct emissions) since we did not generate any direct emissions in our operations.

Scope 2 emissions consider the market-based approach and originate from the electricity and heating used in our office space. Since we have our office space in a co-working office building, our energy consumption was calculated proportionally based on the building's total usage. In 2024, the office space also switched to a renewable electricity provider, reducing Scope 2 emissions.

The majority of emissions fall under Scope 3, accounting for 99.6%. This resulted in total emissions of 235.74 kg CO₂e in 2025.



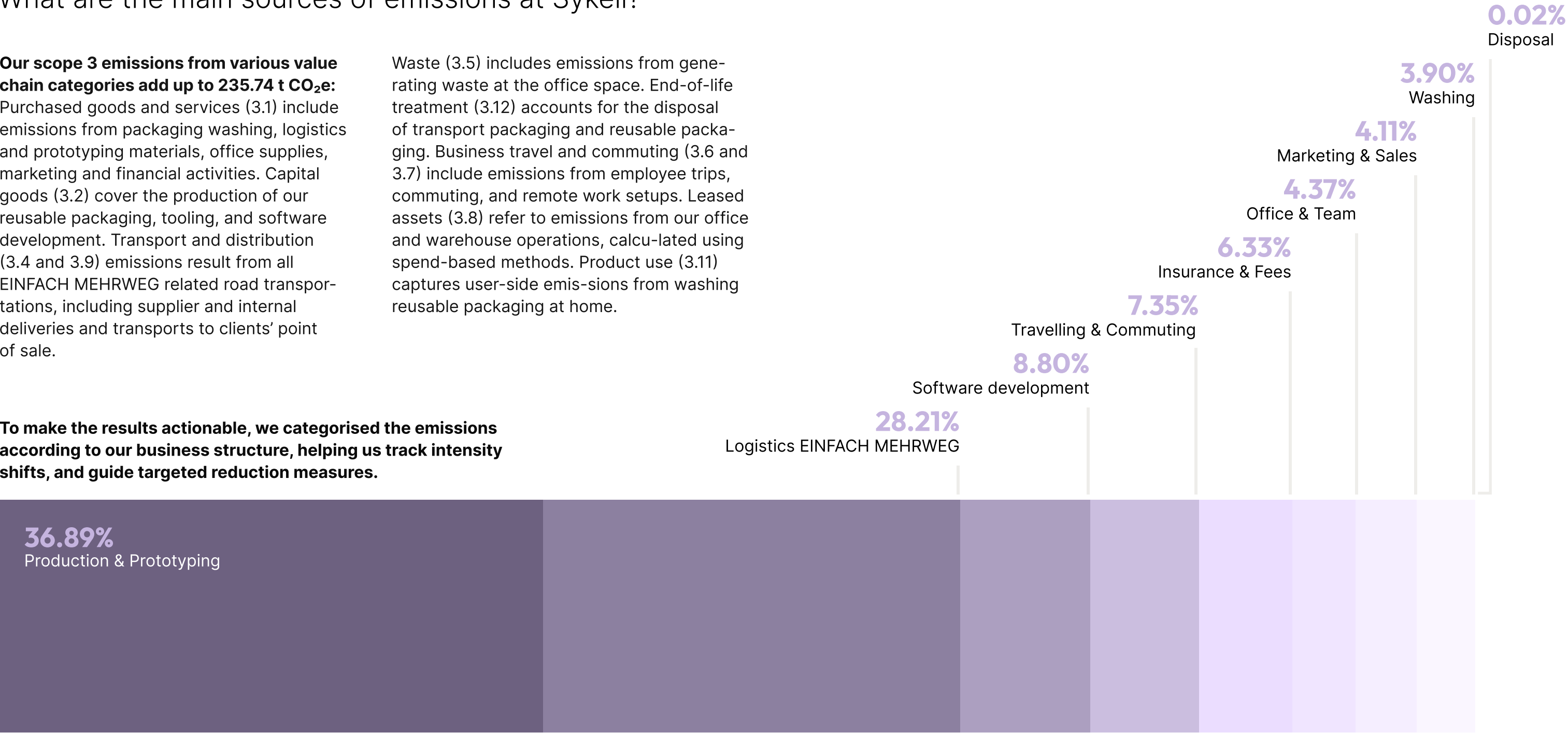
INDIRECT EMISSIONS AT SYKELL

What are the main sources of emissions at Sykell?

Our scope 3 emissions from various value chain categories add up to 235.74 t CO₂e: Purchased goods and services (3.1) include emissions from packaging washing, logistics and prototyping materials, office supplies, marketing and financial activities. Capital goods (3.2) cover the production of our reusable packaging, tooling, and software development. Transport and distribution (3.4 and 3.9) emissions result from all EINFACH MEHRWEG related road transportations, including supplier and internal deliveries and transports to clients' point of sale.

Waste (3.5) includes emissions from generating waste at the office space. End-of-life treatment (3.12) accounts for the disposal of transport packaging and reusable packaging. Business travel and commuting (3.6 and 3.7) include emissions from employee trips, commuting, and remote work setups. Leased assets (3.8) refer to emissions from our office and warehouse operations, calculated using spend-based methods. Product use (3.11) captures user-side emissions from washing reusable packaging at home.

To make the results actionable, we categorised the emissions according to our business structure, helping us track intensity shifts, and guide targeted reduction measures.



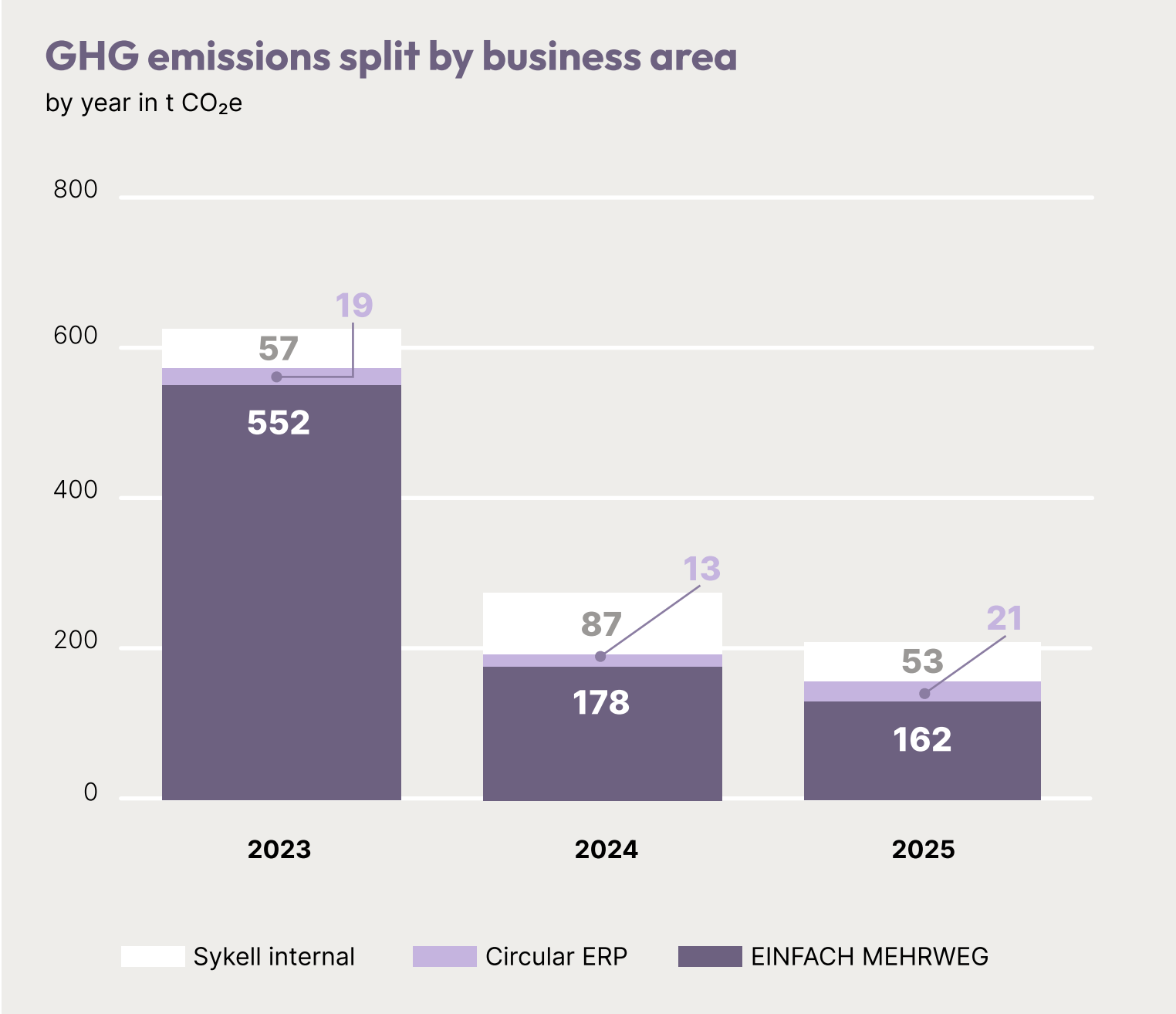
EMISSION REDUCTIONS SINCE 2023

In 2025, our total company emissions decreased slightly to 235.7 t CO₂e, compared to 277.8 t CO₂e in 2024, a reduction of 15%. This was driven by a combination of factors.

For **EINFACH MEHRWEG**, operations remained broadly unchanged from 2024. The reduction was primarily due to updated emission factors and calculation methods, less packaging being discarded, and a reduction in warehouse space rented.

Emissions from **Circular ERP** remained minimal in both years, as the platform's climate impact is limited to software development and AWS servers located close to Frankfurt powered by renewable energy.

Internal operations emissions also decreased slightly in 2025, largely due to reduced spending on office equipment and marketing activities. As these emissions are calculated using the spend-based method, they are directly linked to expenditure and therefore carry a lower degree of accuracy due to the nature of the underlying data sources.



REDUCTION THROUGH REUSE

Measuring emissions per reuse as we grow

As a growing company, our absolute emissions will rise with each new EINFACH MEHRWEG client and increased demand. To assess environmental performance more accurately, we also measure emissions relative to business growth, per euro of revenue and per order, or reusable packaging used.

This intensity-based approach helps us track how efficiently we are scaling. In 2025, our emissions per circulation increased slightly, mainly due to a slight decrease in orders. On the other hand, the emissions per euro of revenue decreased due to the overall decrease in company emissions.

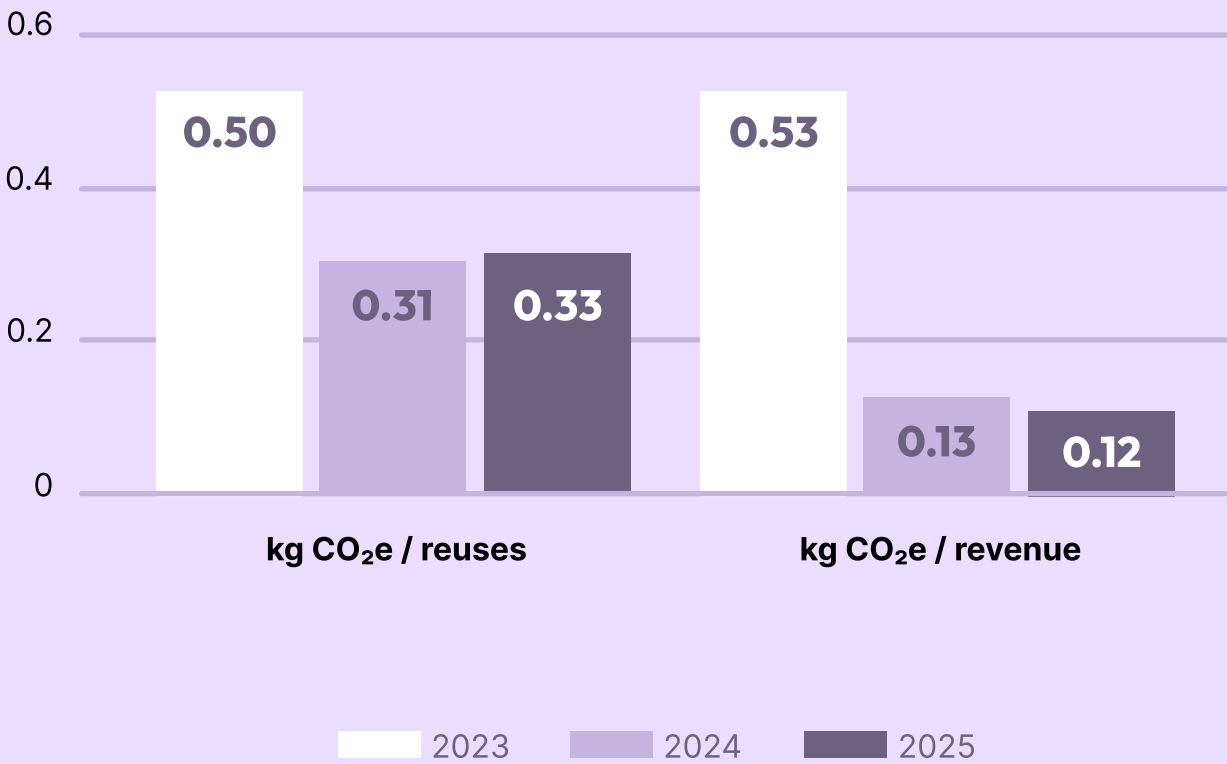
Our goal remains clear: to continuously reduce emissions per reuse. We are targeting a reduction in emissions generated per EINFACH MEHRWEG circulation by 50% compared to 2023 by 2030.

Intensity-based emissions (in kg CO ₂ e)	Per use cycle	Reduction since 2023	Per € revenue
2023	0.502		0.528
2024	0.316	-37%	0.125
2025	0.326	-35%	0.107



Intensity-based GHG emissions

intensity by uses and revenue in kg CO₂e



COMPARATIVE LCA OF EINFACH MEHRWEG

Life cycle assessment of our reuse system

In early 2025, we updated our comparative life cycle assessment (LCA) to include changes in our current operations. The LCA helps us understand the ecological impact of EINFACH MEHRWEG along its lifecycle compared to a single-use alternative. The LCA was conducted by RE-Viu according to the ISO 14040 / 14044 standards and was verified by Bureau Veritas.

Data sources:

For the calculation we mainly used primary data from direct partners, databases, and some assumptions.

Focus impact categories:

In the assessment we focused on the results of three main impact categories:

- **GHG emissions** emitted (GWP)
- **Water** consumption
- **Solid material** consumed and **end-of-life waste**

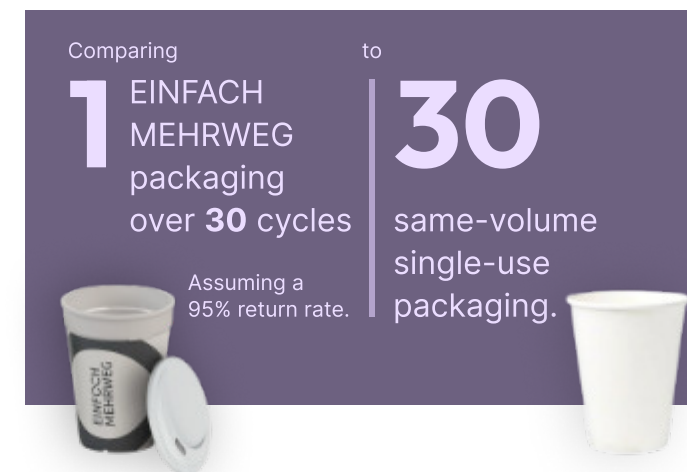


LCA report 2025

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THE SCENARIO

Functional unit



LCA results are a snapshots

It is important to note that the LCA results reflect a scenario of one packaging unit under specific assumptions. They provide a theoretical snapshot, not real-time data, as actual operational conditions may vary.

The results of the LCA help us understand the environmental performance of EINFACH MEHRWEG compared to single-use. One key insight is the break-even point, defined as the number of use cycles needed to perform better than single-use packaging. The LCA highlights ecological hotspots in our value chain, enabling targeted improvements.

Comparison

Single-use packaging used in the same

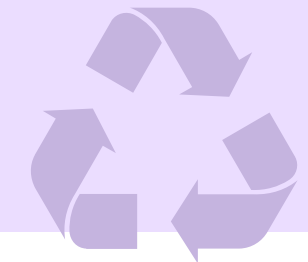
use cases

as EINFACH MEHRWEG, such as for to-go salads, made from plastic or paper with plastic lining.

End of life

100% recycling

avoided burden approach



LIFE CYCLE STAGES OF EINFACH MEHRWEG

Raw material
Production
Distribution
Sorting out
Disposal



Delivery to B2B customer
Point of sale
Usage by end-user
Return by end-user
Return logistics
Washing & Deposit clearing

OUR PRODUCT FOOTPRINT

From footprint to savings with EINFACH MEHRWEG

Every EINFACH MEHRWEG container carries an environmental cost, from the moment it's made, from materials, energy, logistics, washing, it all adds up. This underlines a key insight: the ecological performance of any reuse system is ultimately driven by user demand and handling. The more reusable packaging circulates, the greater its ecological benefits.

In order to rely on real data we commissioned an independent life cycle assessment covering every stage of a container's life cycle, and we use that data alongside our real operational figures to understand exactly where we stand. We are looking at our actual current impact while considering our current usage numbers and at our potential impact, while considering an ambitious circulation number of 30 uses.

Reducing emissions with every use

The focus of a reuse system is the reduction of waste and resource use, meanwhile, measuring GHG emissions and climate impacts is essential to steering a system that delivers holistic environmental value and makes a meaningful contribution to the larger fight for a healthy planet.

Reusable packaging doesn't start with a climate advantage, it earns one, through repeated uses. Therefore, analysing the emissions occurring in the use phase are important. Most emissions occur from logistics and from packaging lost that has to be reproduced, when not returned. Therefore an efficient, short and lightweight transportation scheme, as well as a high reuse rate, have the biggest impact on the reduction of emissions.

When comparing our containers to alternative single-use packaging, we can observe that they need more reuse cycles to outperform single-use paper packaging on emissions emitted than to outperform single-use plastic, because paper is made from a renewable material and starts with inherently low production emissions.

One of the most common questions we hear: "Doesn't washing reusable packaging use more water than simply making new single-use packaging?" The answer is no.

Clear reduction in water consumption

Our LCA accounts for water use across every lifecycle stage, and the data shows that one reuse in our system consumes less water than the production of a new single-use packaging unit it replaces. That's because the real water cost of packaging lies in raw material production, not in washing. Our washing machines reuse water across cycles, and our production relies on a closed-circulation cooling system, keeping our operational water footprint minimal. At full reuse potential, the water savings compared to single-use become substantial.

Reduced waste and resources saved

Waste is where reuse makes its case most immediately. EINFACH MEHRWEG was built to keep materials in use and within a closed material cycle, our containers are reused until they reach end-of-life, at which point we ensure proper recycling so the material reenters circulation as a secondary resource.

For single-use packaging, this is often not possible due to disposal in general waste bins and mixed-material compositions. From our very first year of operations, EINFACH MEHRWEG already generated less material waste than the single-use packaging it replaced and our LCA confirms this, along the life cycle.



LESS EMISSIONS, MORE IMPACT

Our comparative life cycle assessement results

AFTER 3

uses EINFACH MEHRWEG emits less GHG emissions compared to plastic packaging, based on results from our 500 ml container.

AFTER 14

uses EINFACH MEHRWEG emits less GHG emissions compared to paper packaging, based on results from our 1,200 ml container.

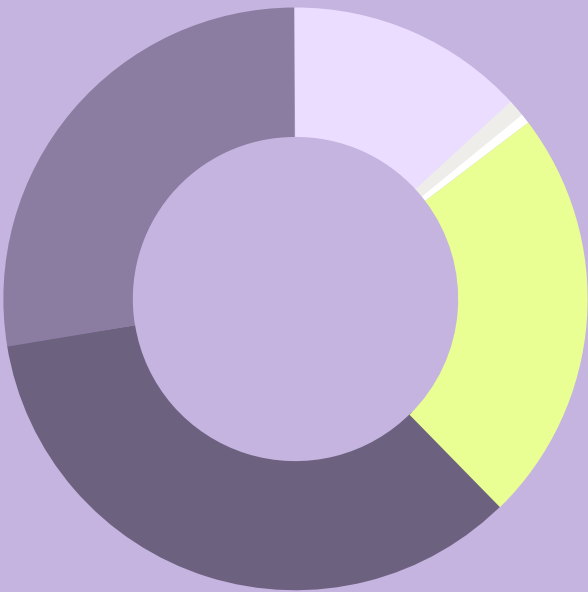
Contribution of life cycle stages to GHG emissions

Over 30 uses for a 1,200 ml packaging

-5.5%
End-of-life

28.8%
Preparation for reuse

37.5%
Use and collection



13.9%
Raw materials, packaging
& transport

0.7%
Manufacturing

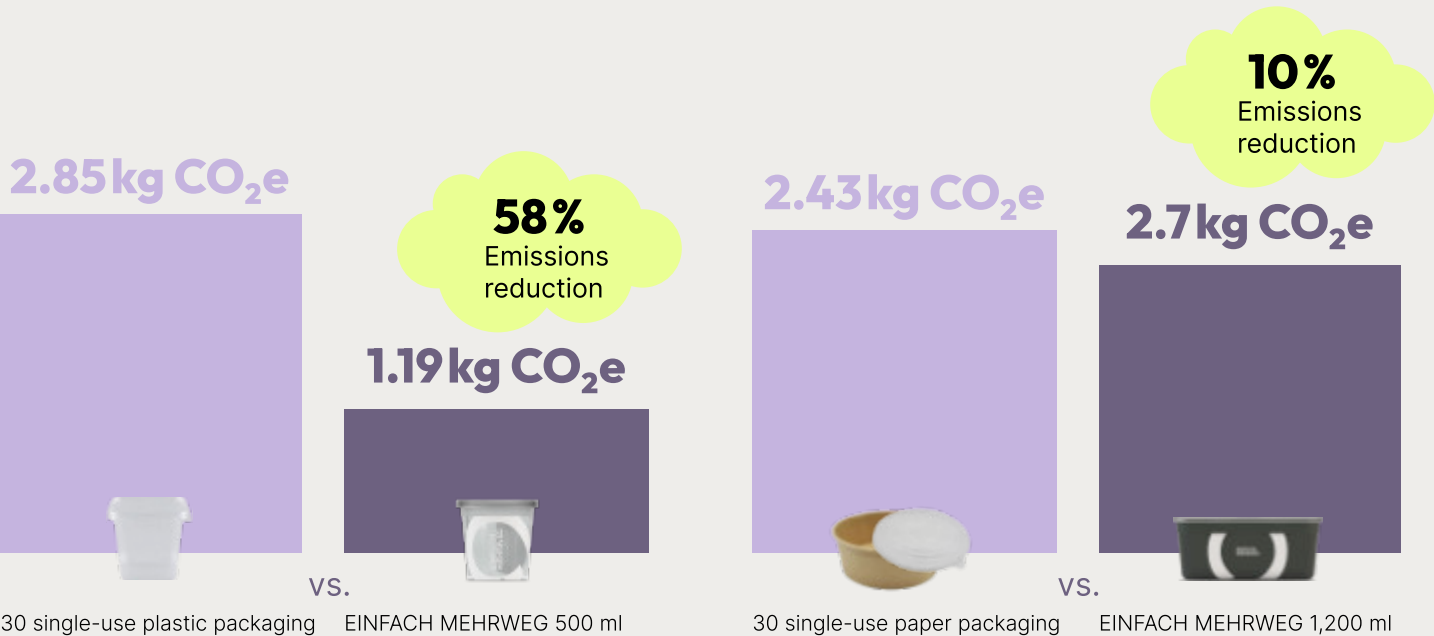
0.5%
Preparation for distribution

24.2%
Distribution to retail

End-of-life lowers total emissions and is not shown in the graph here.

GHG emission savings after 30 uses (in kg CO₂e)

During a lifespan of 30 uses one EINFACH MEHRWEG container of 500 ml emits 58% less emissions compared to 30 plastic single-use packages and one of 1,200 ml emits 10% less emission compared to paper packages.



Environmental savings depend on the packaging compared

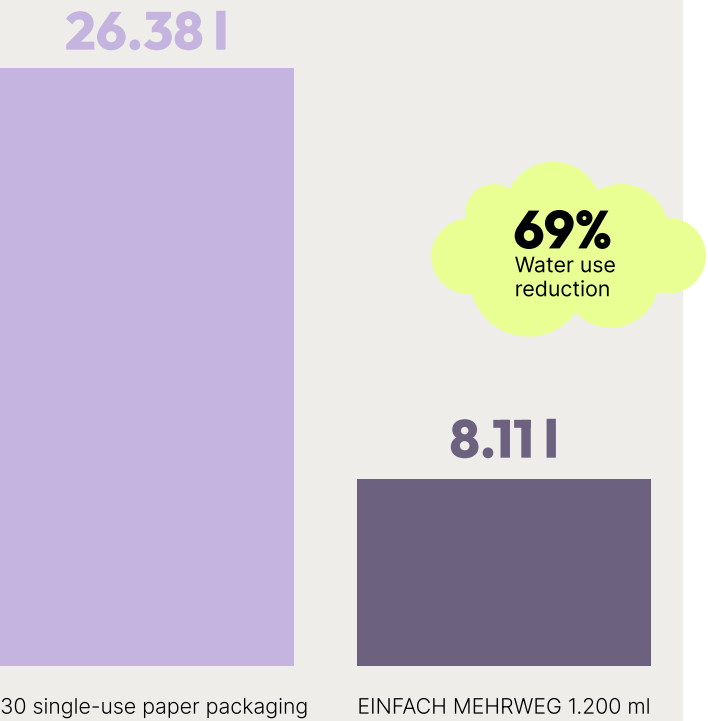
When comparing EINFACH MEHRWEG to single-use packaging, the emission savings over 30 uses are higher when compared to plastic packaging than to paper. This is because of the lower emissions of paper production. Although paper packaging often includes a plastic lining, its production emits less CO₂ than for plastic because it is a renewable material.

LESS WATER, MORE EFFICIENCY

Our comparative life cycle assessement results

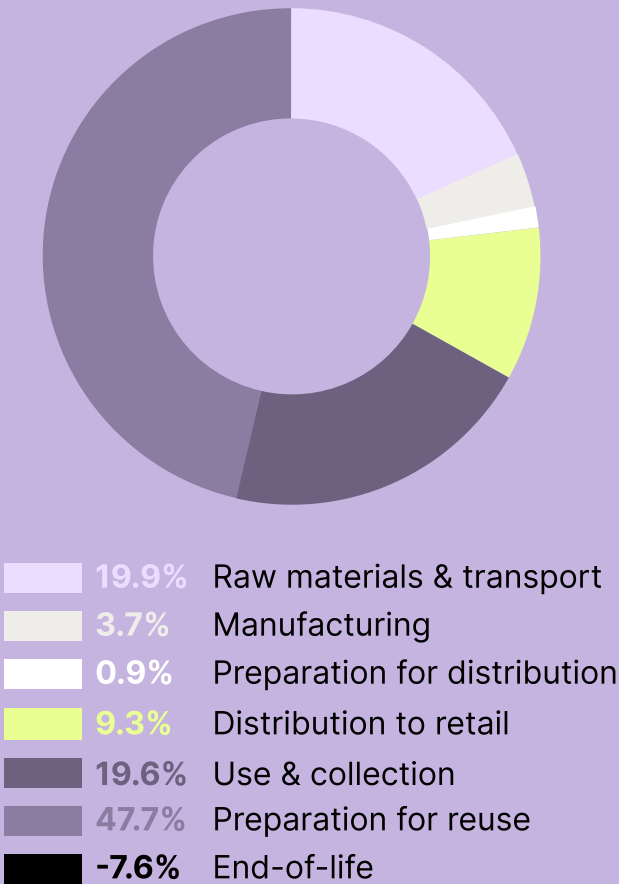
Water consumption savings after 30 uses (in litre)

One EINFACH MEHRWEG container of 1,200 ml consumes 69% less water during a lifespan of 30 uses compared to 30 single-use packages.



Contribution of life cycle stages to water consumption

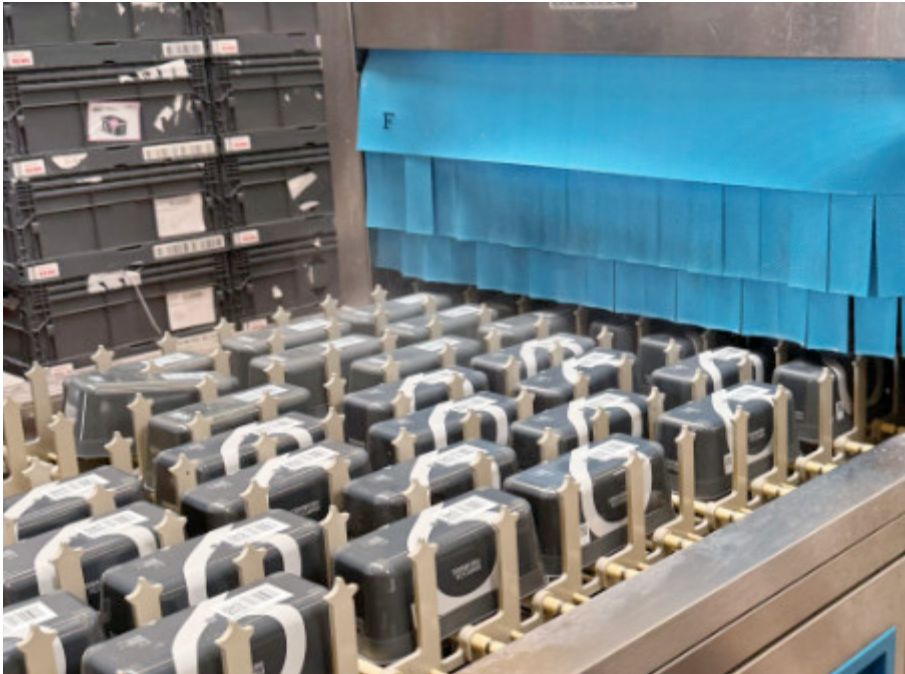
Over 30 uses for 1,200 ml packaging



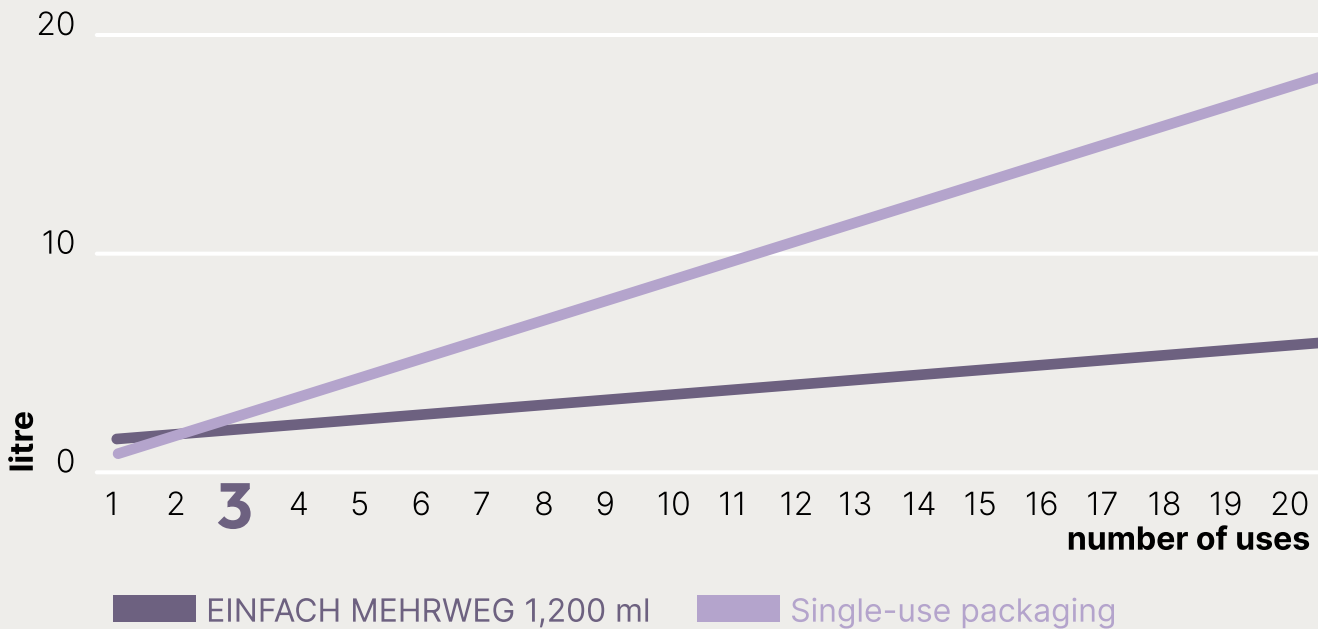
End-of-life lowers total consumption

AFTER 3

uses, the EINFACH MEHRWEG packaging consumes less water over its lifespan compared to single-use options.



Water consumption over 20 uses (in litre)



LESS WASTE, MORE VALUE

Our comparative life cycle assessement results

Waste and material savings after 30 uses (in kilogram)

One EINFACH MEHRWEG container of 1,200 ml generates 89% less waste during a lifespan of 30 uses compared to 30 single-use packages.

1.38 KG

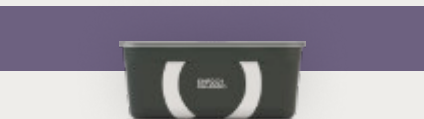


30 single-use packaging

89%

Waste reduction

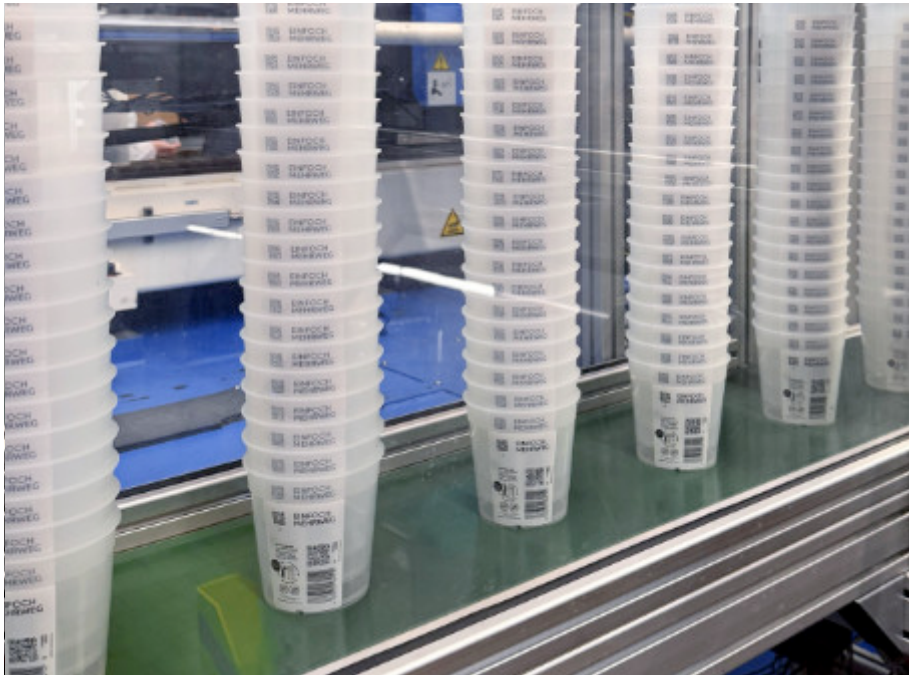
0.16 KG



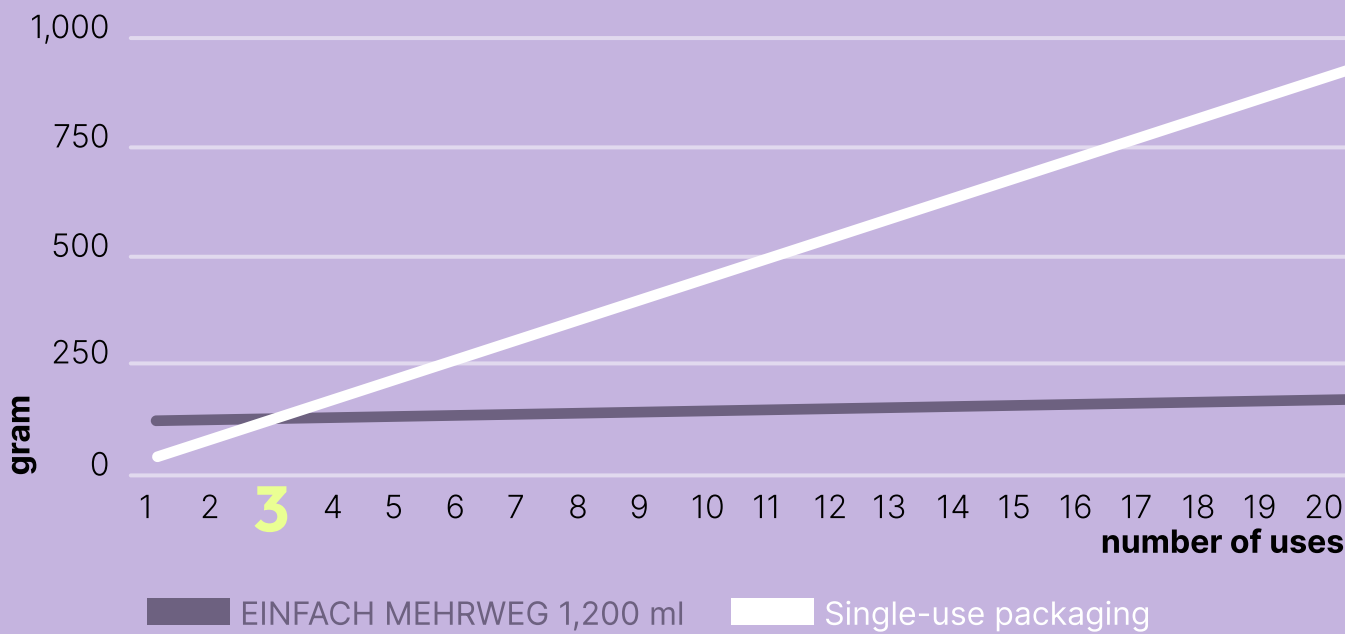
EINFACH MEHRWEG 1,200 ml

AFTER 3

uses EINFACH MEHRWEG packaging generates less waste over its lifespan compared to single-use options.



Material consumption over 20 uses (in gram)



CURRENT IMPACTS ACHIEVED

Every additional use cycle brings us closer to realising the full potential impact.

Current vs. potential impact

There are two stories in our impact data: where we are now, and where we're going. Today, our system is still young. Containers are accumulating use cycles, our network is growing, and some impact categories are already showing clear savings while others are still building toward their break-even point.

The potential, confirmed by our LCA, is significant across all three categories, emissions, water, and waste, once containers reach their full circulation lifecycle. The gap

between current and potential impact isn't a shortcoming. It reflects the nature of reuse systems:

- they need scale and time to fully perform.
- What the data already shows is that the trajectory is right, and every additional use cycle brings us measurably closer to that potential.

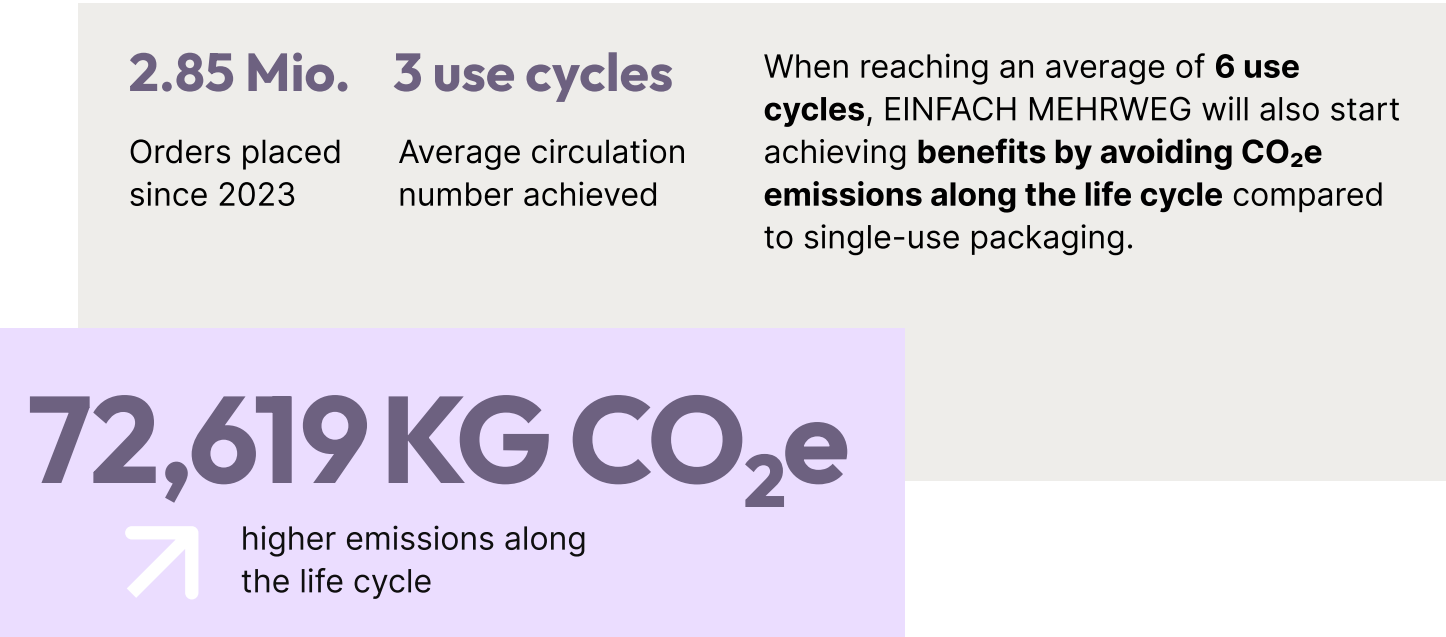
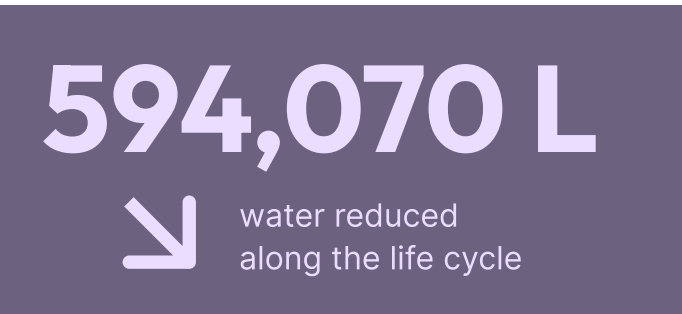
Calculation method of current impact

Our current impact is calculated by comparing EINFACH MEHRWEG to single-use packaging across the complete lifecycle, based on the total number of orders and the

equivalent single-use packaging replaced. The calculation distinguishes between two types of impacts: those that occur once, from raw material extraction, production, and end-of-life, which are divided by the current average number of use cycles achieved and those that occur with every use, from logistics and washing, which are counted as many times as orders were placed and use phases completed.

The current impact therefore reflects the average number of cycles EINFACH MEHRWEG containers have achieved since launching in 2023. It is important to note that this average is continuously growing. Containers are not retired after reaching the current average, they keep circulating. And due to new packaging being produced and added to the pool the average is also kept low. Already 10% of our containers have reached 5 cycles, and some have already achieved 9 cycles, with the number still rising.

The actual impact EINFACH MEHRWEG has made to date since 2023:



POTENTIAL IMPACT

What impact can EINFACH MEHRWEG unlock when used at full potential?

We calculated the potential impact of our EINFACH MEHRWEG containers based on the assumption that each is reused up to 30 times. Using the updated results of our verified life cycle assessment (LCA) from 2025 and order volumes since our launch in 2023, we estimated the total impact. This includes all relevant factors, from production, prototyping, and transportation to rinsing and energy use.

The figures represent a theoretical potential, as our containers have yet to complete 30 reuse cycles. They show how much water, waste, and CO₂e emissions could be avoided if each reuse replaces one single-use packaging and after EINFACH MEHRWEG packaging reaches 30 reuses.

61,940 KG

of CO₂e could be reduced after 30 uses per packaging, along the complete lifecycle

90,867 KG

of waste could be reduced after 30 uses per packaging, along the complete lifecycle

1,525,237 L

of water could be reduced after 30 uses per packaging, along the complete lifecycle



END-OF-LIFE RESOURCES

Waste management and material sorting



The main sources of waste generated at Sykell are secondary transport packaging materials, office waste and the EINFACH MEHRWEG packaging that had to be sorted out and disposed off, due to damages and hygienic reasons. We aim to reduce the packaging material needed for efficient and hygienic logistics, decrease sorted out packaging units and keeping the recycling rate high.

CHALLENGE

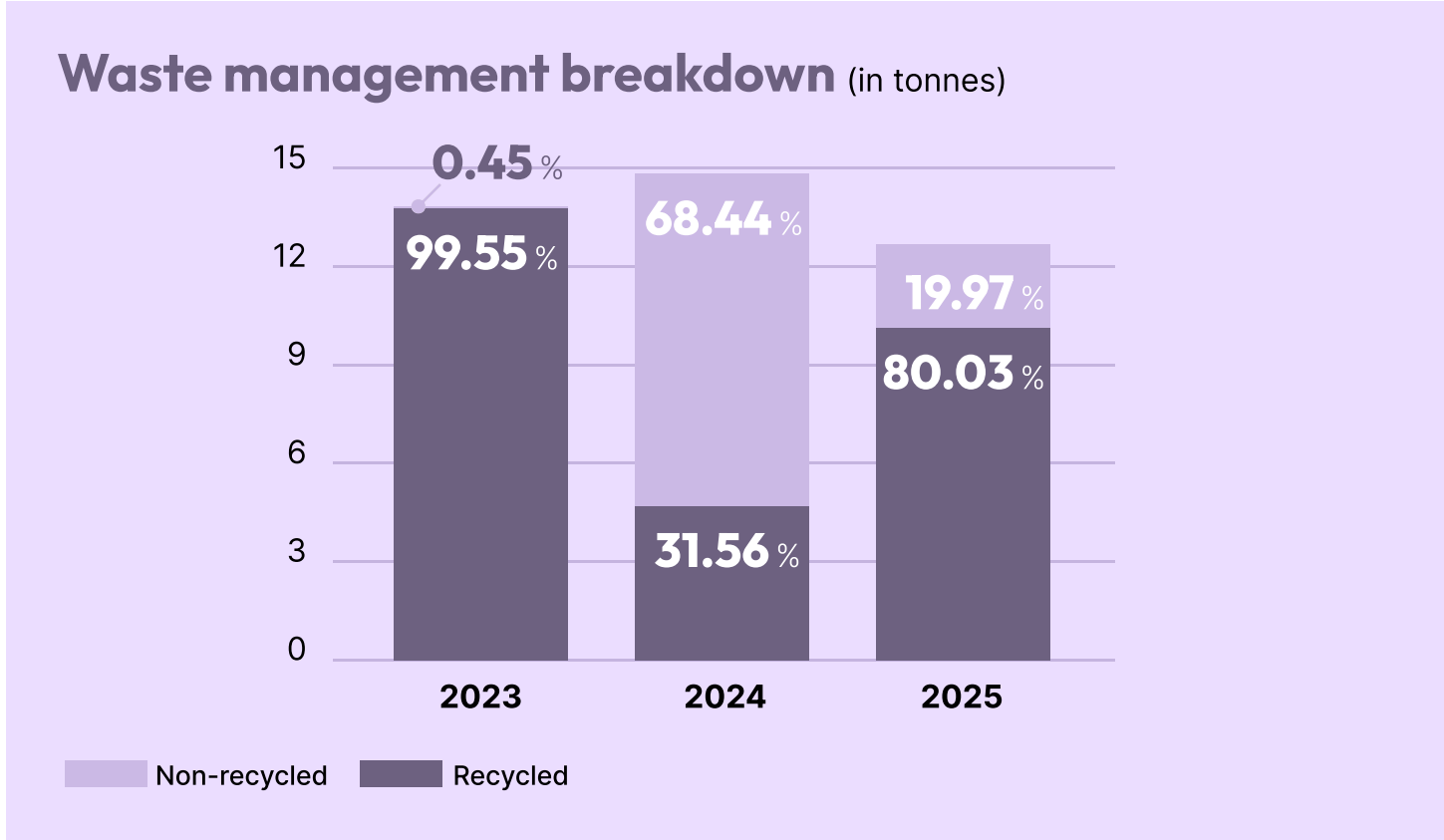
The sort-out rate of returned containers remains higher than anticipated. Due to our strict hygiene standards, containers left too long with food residue before washing are taken out of circulation.

Reducing return time is a key lever we are working on with consumers and with retail partners.

Minimising sort-outs and maximising recycling through better handling

We are continuously working to reduce the sort-out rate. Key drivers include user behaviour, such as caused damages, as well as long return cycles that increase hygiene risks due to mould, which can make packaging unfit for recycling. To address this, we are focusing on shortening return times and improving communication around

proper handling. An unique situation in 2024, led to the disposal of reusable containers stored too long by a former partner. For hygiene reasons, they couldn't enter regular recycling streams. To prevent a recurrence, we've partnered with a more reliable provider and improved logistics in 2025, leading to a better sorting, tracking and washing processes of returned reusable packaging, helping to decrease the non-recycled units.



PRODUCT DEVELOPMENT WITH IMPACT

Our internal product carbon footprint (PCF) tool as centre piece of new developments

At Sykell, we are constantly developing and prototyping new reuse solutions, determined that every new product delivers a positive ecological impact. We know that not every scenario calls for a reusable alternative, since material choices and use cases determine whether reuse truly outperforms single-use packaging.

Early in our development process for a new packaging, we recognised the importance of assessing environmental impact from the start. Drawing on our experience we know that reaching the GHG break-even point proves most critical, hence we focused on climate change for our internal assessment.

Developing our assessment tool

From the need for transparency in product development, and the recognition that small material and design decisions can have an

outsized influence on ecological outcomes, we developed our internal product carbon footprint (PCF) Tool.

It is a calculation tool for comparing the CO₂e footprint of reusable and single-use packaging across their entire lifecycle, validated in accordance with ISO 14040:2006 and ISO 14044:2006. The tool supports internal decision-making across product development, operations, and the evaluation of new application areas.

Application of assessment during design

From the start of any product development process and when evaluating use cases and reuse concepts for new clients, we use our PCF Tool to assess the carbon footprint of new reusable systems, ensuring only solutions with a clear climate benefit over single-use alternatives make it to market.

Product Carbon Footprint Tool



Method

Calculation in accordance with ISO 14040:2006 and 14044:2006, based on IPCC 2021 climate change category (GWP100) and on ecoinvent datasets.



Results

The number of cycles after which reusable packaging emits less CO₂e than single-use packaging (break-even point) and how the two systems compare.



Functional unit

One unit of food or beverage contained in packaging of equivalent volume, either reusable or single-use, used for 5 or 20 cycles and compared across life cycle.



Application

Internal decision-making tool, to indicate the impact of reusable packaging compared to single-use. Applicable for potential clients and new use cases.



CHALLENGE

During the development of the new EINFACH MEHRWEG Prefill, our first material choice, stainless steel, proved to be the wrong direction.

While it seemed promising initially, an emissions assessment revealed that its weight made it a poor substitute for lightweight single-use alternatives.

We went back to the drawing board and started the development from scratch.



HUMAN FACTORS OF REUSE

THE SOCIAL SIDE

Reuse isn't just a system, it is a collaboration between different players and people.

At the heart of it all are the people who make it happen. Partners who move the idea forward. Investors who believe in the idea.

Employees who bring reuse to life. Brands who decide to be part of the change and consumers who use reuse.

RESPONSIBLE PARTNERS

Partner selection and criteria

At Sykell, we form partnerships strategically and in line with our mission to accelerate circularity. We prioritise long-term reliability, technical expertise, shared sustainability values, and proximity within Germany or neighbouring countries to reduce transport emissions and enable close collaboration.

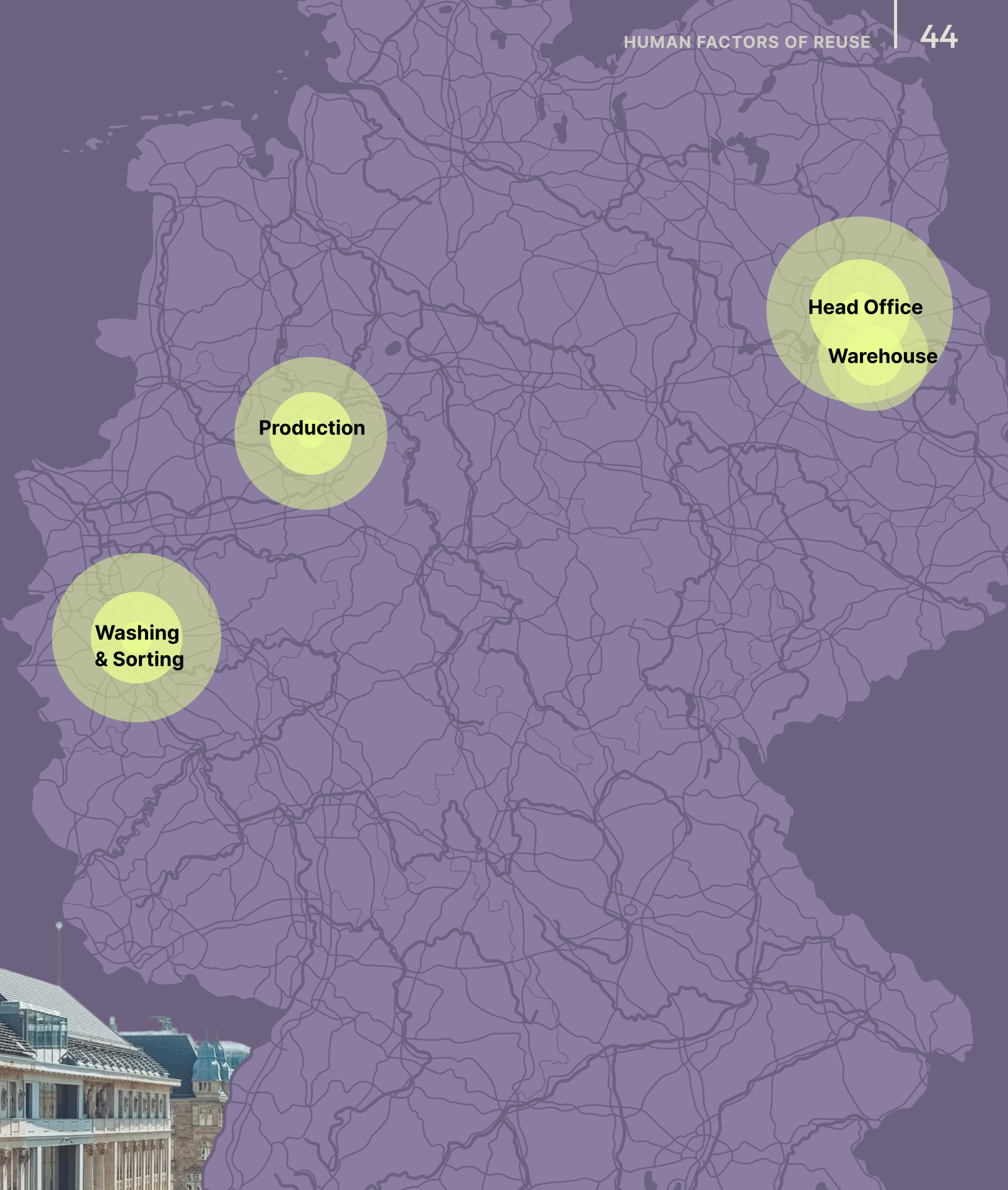
All partners are assessed for their environmental and social standards, with preference given to those holding certifications like ISO 9001 and ISO 50001. Strong, values-based partnerships are essential to driving the circular economy forward.

Collaboration and data collection

Effective collaboration is the backbone of Sykell’s reusable packaging system, built on reliable and strong partnerships. All partners are located in Germany or in neighbouring countries and are committed to our code of conduct that sets clear expectations for ethical practices, data transparency, and environmental responsibility.

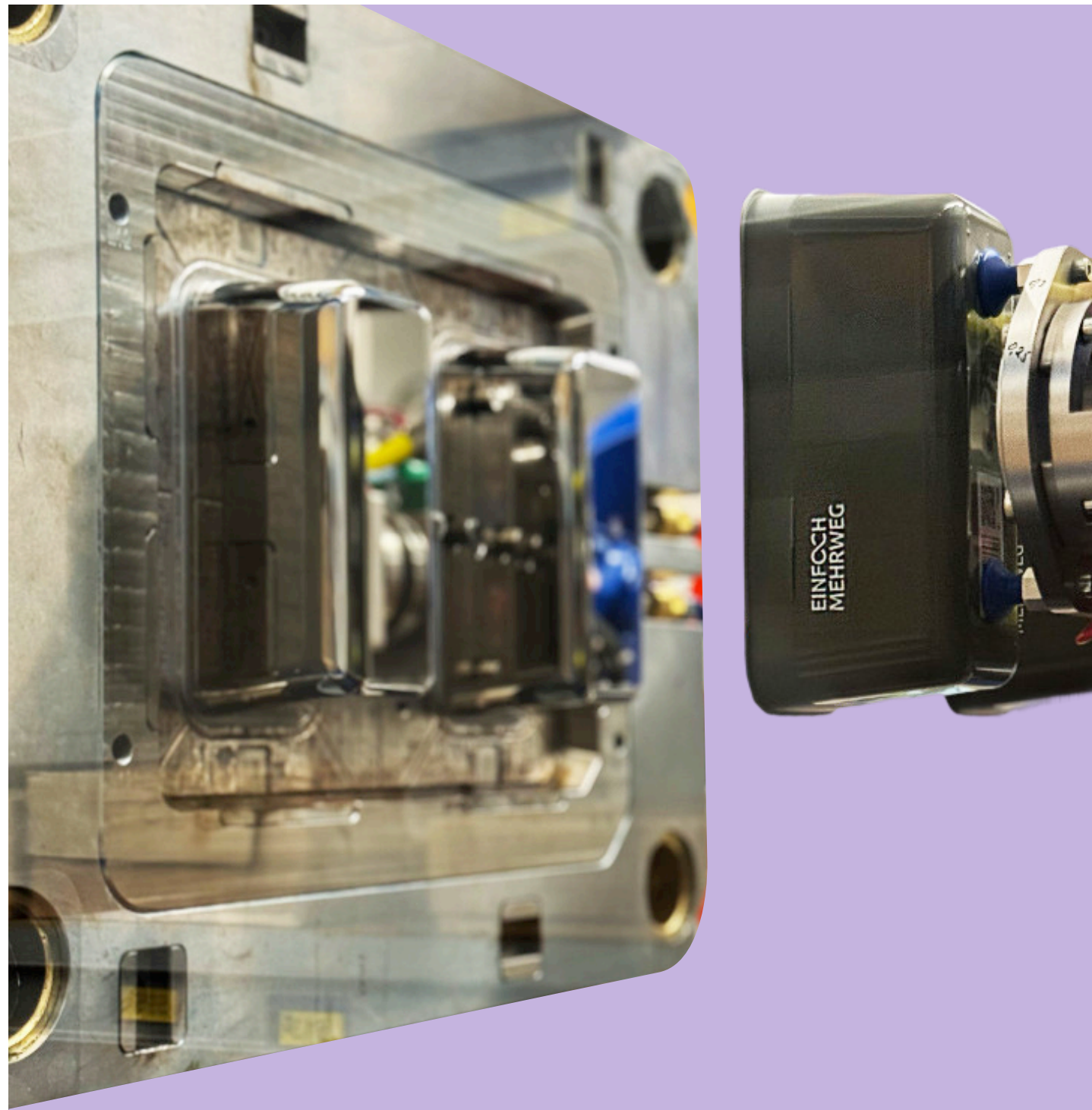
We conduct regular environmental and social surveys to gather key data for ecological and social assessments.

Regular exchanges such as site visits and knowledge-sharing sessions help strengthen relationships and drive continuous improvement.



PARTNERSHIPS IN A REUSE SYSTEM

Focus on shared social and environmental values



Responsible washing partner

Our primary washing partner, Profimiet, plays a pivotal role in maintaining the hygiene, quality and sorting of the EINFACH MEHRWEG system.

It is certified according to ISO 9001 for quality management and has implemented a range of measures to reduce its ecological footprint. Its facilities run partly on electricity from photovoltaic systems. Energy-efficient and water-saving machines help reduce resource consumption, internal water treatment systems recycle process water, and electric vehicles support on-site operations.

By operating five washing facilities across Germany, Profimiet enables us to shorten transport routes, reduce emissions, and increase regional efficiency as we scale our reuse system.

Value-driven production partner

Since 2025 Sykell works with a new local production partner Spies Packaging that strengthens our sustainability performance. Based in Germany, the producer operates under ISO 50001, ISO 9001, FSSC 22000, and SEDEX Ethical Standards, ensuring energy-efficient processes, high product quality, food safety, and ethical working conditions.

The facility operates its own photovoltaic farm, covering large parts of its yearly electricity needs. Closed-loop water systems in the production facility minimises water use, and production waste is externally recycled at a partner. Additionally, due to enhanced production hygiene for food-contact material, the pre-wash step for new items has been eliminated, further cutting water and energy consumption.

By working with local partners, we strengthen regional supply chains, minimise emissions, and maintain resilient relationships to advance circular system.

THE PEOPLE BEHIND SYKELL

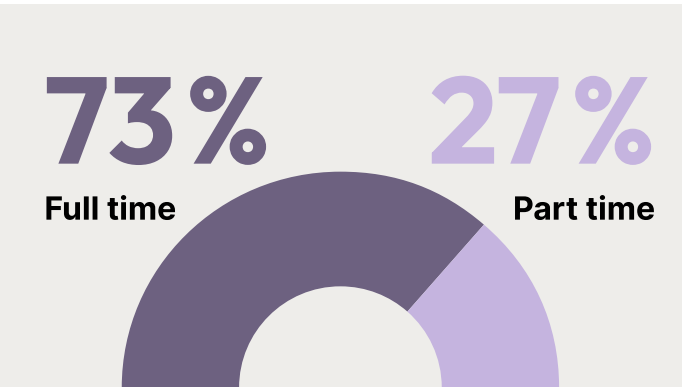
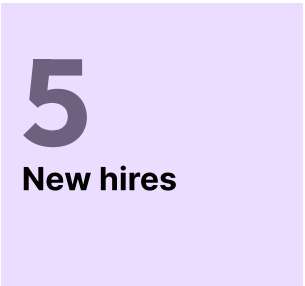
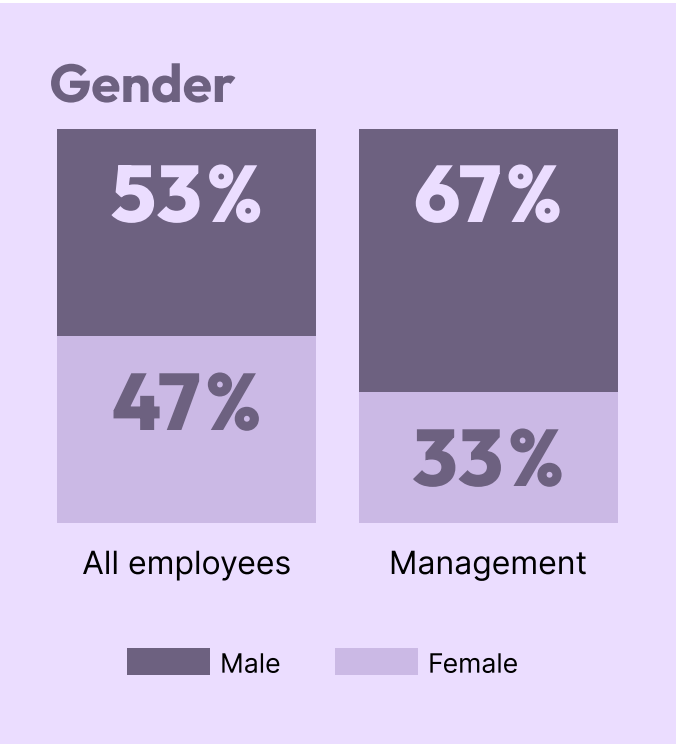
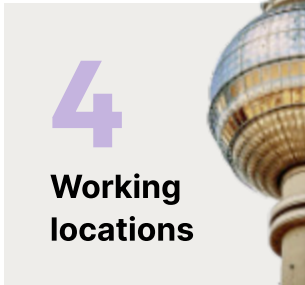
At Sykell, our impact starts with the people who make it happen.

As a small and dynamic team, our strength lies in shared values, mutual trust, and a strong commitment to our mission. We believe that collaboration, personal connection, and intrinsic motivation are key to building a resilient and innovative team.

We are a purpose-driven international team. With English as our primary working language we welcome people from all backgrounds and from different locations to keep a strong and inclusive team.

Employee guides
At Sykell, we developed an Employee Guide that outlines our working conditions and social policies, ensuring clarity, clear communication, flexibility and fairness across the team.

Our code of conduct, applicable to both employees and partners, defines shared values and expectations around ethical behaviour, collaboration, and respect.



EMPLOYEE SATISFACTION

We conducted our third anonymous employee satisfaction survey to gather feedback from the team about its satisfaction at Sykell on different topics. The survey helps us understand what's working well and where improvements can be made. On key employee topics a qualitative evaluation was made:

Overall job satisfaction 3.7 out of 5



Positive work environment 3.5 out of 5



Opinions valued at Sykell 3.7 out of 5



Internal communication 3 out of 5



Support from team and management 3.8 out of 5



Responding to the employee survey
The results of the satisfaction survey inform how we develop as an organisation. Each survey cycle, the leadership team meets to analyse the responses in detail, identify what needs attention, and agree on concrete next steps. Internal communication came out as one of the main areas of focus this year, and we are already identifying the root cause so we can propose options to improve it.

Employee development
Twice year performance reviews are conducted to give every employee the opportunity for an open conversation for feedback with their manager about their development and opportunities at Sykell. For trainings, we encourage employees to share their needs for skill development to find suitable educative offers.

Hiring and diversity
Every new team member is carefully selected not only for their skills, but also for their alignment with our purpose and culture. While we continue to grow, we remain committed to fostering diversity and inclusion. English is our primary working language, allowing us to welcome team members from diverse backgrounds. We are actively working to maintain a 50/50 gender balance, because a stronger, more diverse team leads to better solutions, and greater impact.

Working conditions
We aim to prioritise work-life balance, knowing that satisfied employees are more dedicated in their jobs. We have flexible work hours with core working times to adapt the workday to family and personal needs. Flexible home office options, 30 days of remote work and 28 days of holiday allows everyone to balance their work and personal time, which fosters a positive work environment.

MAKING REUSE VISIBLE

Every reusable container only works if consumers and brands are aware of the option, understand its benefits and are willing to use it. That's why public engagement through our social media, event participation, speaker slots and collaborative projects is part of our mission. Through those different channels we aim to create awareness, inspire action, educate and show how reuse can fit into everyday life.

Educating & inspiring through social media

We aim to showcase and educate, with our presence and content, how our reuse system works and what its benefits are, in order to increase awareness with appealing visuals. Through our social media channels, we translate the complex story around reuse systems into something simple and relatable, to showcase the benefits and counter misconceptions.

CHALLENGE

Reaching end-users directly and influencing communication at point of sale remains a challenge, due to the nationally distributed supermarket network.

This results in a lack of awareness of the benefits of reusable packaging and around the return options and leading to slow adoption and lower return rates.



MAKING REUSE VISIBLE

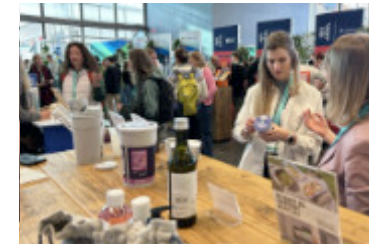
2025 was a year full of events, trade fairs and speaker slots. We focused on positioning reuse and Sykell as a viable option on the market, showing the packaging, food, impact and retail industries that there are great alternatives to single-use that work. We did this by bringing reuse to key industry stages, sharing knowledge and receiving awards at a series of events.

In 2025 we showed our presence through:

- 12 trade fairs and events
- 8 speaking slots

Selected events at which we were present:

- Reuse Economy Expo in Paris
- Fachpack in Nürnberg
- Sustainable Packaging Summit in Utrecht
- Dresdner Verpackungstagung
- Treffpunkt Mehrweg in Dortmund



Fotos: Florian Bonanni/Blueberry Food Studios (BFS), Christian Kerber, Denise Gorenc, Tobias Pankratz/BFS



ENTDECKEN

- 12 Magazin**
Hübsches für den Tisch und Neuheiten für die Grill-Saison
- 46 Kochkurs im Château**
Was in eine Bouillabaisse gehört, lernte »e&t«-Autor Klaus Simon von einem Spitzenkoch in Südfrankreich. Plus: weitere Kochkurse in Europa
- 68 Heute für morgen**
Das Start-up »Sykell« bringt wiederverwendbare Behälter, die sich einfach am Leergutautomaten zurückgeben lassen, in die Supermärkte
- 86 Erkenntnisse aus der Küche**
Tipps, die den Alltag erleichtern
- 88 Unterwegs in Vilnius**
Zwischen Tradition und internationalen Einflüssen – die Gastro-Szene der lettischen Hauptstadt erfindet sich neu

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- 143
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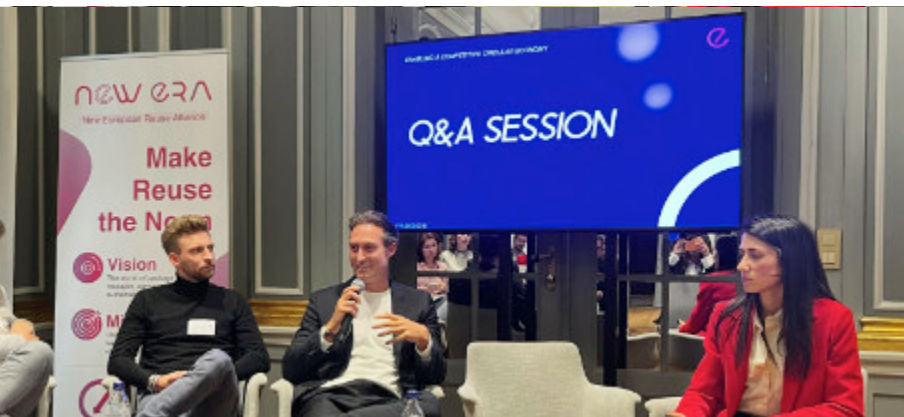
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Bringing reuse to a broader audience

In 2025, Sykell was featured in Essen & Trinken, one of Germany's most widely read food magazines. In the article, our founder Davide Mazzanti showcased the operational and ecological benefits of the EINFACH MEHRWEG system. Reaching readers outside the sustainability bubble in their everyday life is exactly the kind of awareness-building that increases the usage of reuse at scale.

REUSE IS A MOVEMENT WITHIN AN ECOSYSTEM



Joining global circular networks

Reuse only scales through collaboration. That's why we actively engage in European and national networks.

Nationally, we collaborate through initiatives like the Deutscher Mehrwegverband, BNW, mehrweg.einfach.machen and Deutsches Verpackungsinstitut, building stronger frameworks for reuse across industries. We are also in regular exchange with WWF and DUH to increase awareness and the

Networks and initiatives we collaborate with



implementation power of reuse through shared regulatory pushes or projects involving reusable packaging.

With New ERA, we are part of a EU-wide network and reuse lobby shaping legislations such as the PPWR and SUPD, ensuring ambitious targets for reuse in Europe and helping us to understand the consequences of legislative measures for us as a company and for the industry.

In 2024, we were recognized as one of the "Top Innovators" in the World Economic Forum's UpLink Traceability for Circularity Challenge. This recognition has given us access to a global network of innovators and experts by having been invited to the World Economic Forum event in 2025, enabling new collaborations and fuelling international conversations about scalable circular solutions.

Reusable packaging pilot in Berlin

What if all reusable take-away cups worked like returning a bottle deposit? That's exactly what we tested in Berlin.

Starting March 2025, Sykell collaborated with RECUP, the Deutsche Umwelthilfe, the Berlin Senate and REWE to launch a 12-month pilot in Friedrichshain-Kreuzberg, the "Berliner Wanderpokal".

For the first time, users could return two different reuse systems at the reverse vending machines in 8 REWE stores, both EINFACH MEHRWEG containers and RECUP cups. The project proves that leveraging existing infrastructure is the key to making reusable packaging work in everyday life.



REGULATORY LANDSCAPE FOR REUSE

The shift to a circular economy requires clear regulations to guide users and businesses away from the linear system. While reuse legislation are being introduced at the Germany and EU level, many remain too vague and poorly enforced. Currently, three main regulations shape the reuse landscape:



CHALLENGE

The PPWR include numerous exceptions, the result of pressure from the single-use lobby.

These loopholes reduce the urgency for businesses to transition to reuse, slowing systemic change and directly impacting our ability to scale and expand our reuse systems.

Packaging and Packaging Waste Regulation (PPWR)¹¹

In 2024, the EU adopted the Packaging and Packaging Waste Regulation (PPWR), which enters into force in August 2026. It aims to cut packaging waste by 15% by 2040 and strengthen reuse, refill, and recycling systems. Despite some compromises during negotiations, the PPWR marks an important step towards a circular economy in Europe.¹²

The PPWR includes binding measures that directly foster the growth of reuse:

- It bans certain single-use plastic formats, such as packaging for unprocessed fruits and vegetables and portion packs in the HORECA sector (Art. 25).
- In the takeaway sector, businesses must offer refill options by late 2026, with mandatory reuse offerings following in 2027 (Art. 32, 33).
- National transport packaging must achieve 100% reuse by 2030 (Art. 29.2).
- Packaging must reach a minimum recyclability rate of 70% by 2030 (Art. 6)
- Minimum recycled content targets for plastic packaging (Art. 7)
- Unified labels for different type of packaging, including reuse (Art. 12)
- Reuse requirement defining a responsible system (Art. 11)



Updating the VerpackG

Following the introduction of the PPWR, all member states must implement the regulation into national law. In 2026, the German government will publish the updated VerpackDG, which strengthens the existing regulation and the obligation to offer reuse, hopefully introducing stricter enforcement and finally leading to a significant reduction of waste.

Obligation to offer reuse (§33 VerpackG)¹³

Since 2023, Germany's Mehrwegangebotspflicht (§33 VerpackG) requires food service providers to offer reusable packaging alternatives for takeaway food packed in plastic and for all beverages. The obligation applies to businesses with more than five employees or a sales area exceeding 80m².



Single-use tax for to-go packaging¹⁵

Tübingen was the first German city to introduce a tax on single-use to-go packaging, in an effort to reduce waste and promote reusable alternatives. In 2025, the Federal Constitutional Court upheld the legality of this local measure, setting a national precedent. Following Tübingen's lead, cities like Konstanz and Freiburg also introduced the single-use tax, with Potsdam following in July 2026. Other cities, including Osnabrück, Karlsruhe and Cologne, have announced an evaluation of a possible future introduction.¹⁶

Implementation remains limited

in 2023, only **1.6%** of 14.8 billion takeaway packaging units were reusable.¹⁴

LOOKING AHEAD

OUR FUTURE PATH

Every system that has ever changed started with people who refused to accept the status quo. We are one of many, and we believe the smallest shift can start the biggest wave.

The future we imagine has no room for waste that fills our forests, rivers that run dry, or air we can't breathe. That is why we keep moving and creating new solutions, building the flourishing future for next generations.

The road ahead is long, but it's ours to build.

OUR REUSE PATH TO A CIRCULAR FUTURE

Looking ahead to 2026



The world of reuse is changing fast

New laws and regulations are introduced at national and international levels, and more companies are developing innovative solutions to move towards a circular economy, others are aiming to avoid any changes on their single-use packaging. We at Sykell are proud to be part of this movement, constantly working on new ideas and expanding the possibilities of reuse to help reduce waste and protecting our environment.

Our main focus in 2025

We have learned over the last years that aiming to changing a running system and transitioning to the circular economy is not an easy task. Businesses and the economy often have other focuses and challenges, then thinking about packaging. Our main focus in 2025 was to grow our client base for our software Circular ERP and to develop a new reusable packaging product which we believe will revolutionise the packaging industry and change the way we consume.

In 2026 we launch EINFACH MEHRWEG

Prefill the cross-category reusable solution for pre-packaged foods, and target a go-to market in 2027. The plastic packaging provides maximum product protection, offering the same benefits as single-use packaging. EINFACH MEHRWEG Prefill will build on and run on the same operating model as EINFACH MEHRWEG To-Go, profiting from an existing reverse logistic network and returns via the traditional deposit machines at supermarkets at the same 6.000 partners.

Simultaneously, we keep working on strong partnerships and engaged communities in order to grow reuse within a resilient ecosystem with committed partners. The more people, companies, and cities join, the stronger the impact we create together. Let's continue to move forward, making reuse the new standard and building the circular economy.



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Language Note

For readability, this report occasionally omits gender-specific multiple designations. All references to persons apply equally to all genders. We are committed to inclusive and respectful language.

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THANK YOU

We thank all our partners, customers, the founders and the entire Sykell team for their support and cooperation that made this third Impact Report possible.

If you have any questions, feedback, or ideas, we would love to hear from you. Your input helps us grow and improve.



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