

Press release

April 20, 2023

Electrolux Professional partners with leading chains as part of unique 'circular economy' initiative

Electrolux Professional is partnering with several multinational brands, including Coca-Cola and MAX Burgers in Sweden, to develop a unique 'circular economy' initiative to help drive down the global reliance on single-use consumables among hospitality outlets.

The company has already secured joint pilot projects with Coca-Cola and MAX Burgers in Sweden and will be working closely with the companies to reduce the amount of waste generated by the single-use consumable.

At the heart of the new Electrolux Professional concept lies a new hygienic cleaning and drying system to help outlets facilitate greater customer uptake of returnable, packaging for instore, takeaway and delivery orders.

The HeroDry which now is tested by MAX Burgers is developed by Electrolux Professional. It is an energy-efficient external dryer which can quickly dry reusable packaging while using up to 60% less energy comparing the standard and eco cycle*. Moreover, the company is also developing an automated washing system to help support the scale-up of a 'circular economy' for returnable and reusable packaging.

It follows a growing number of international directives targeting a mandatory reduction in non-recyclable waste, including the EU Norm 2019/904, which requires EU member states to implement measures to reduce the consumption of certain single-use plastics for which there is no alternative.

Fabio Paganin, Category Director Warewashing at Electrolux Professional, comments: "The proliferation of single-use products, and the marketing campaigns that defined them as a transformative modern convenience, has increased exponentially throughout the course of our lifetime. While in recent years, the narrative has rightly shifted to highlight the need for remedial action, we remain in the depths of a global waste crisis that threatens the very health of our planet, and its people."

82% of Swedes consume hot and cold beverages served in single-use cups on a weekly basis**. Thankfully, an increasing number of organisations are actively increasing their investment in low-cost, zero-waste returnable packaging. However, this is only one piece of the puzzle and for it to truly succeed, it requires both macro change in buyer behaviour as well as a dedicated supporting infrastructure of cleaning and hygiene solutions.

About the Electrolux Professional Group

The Electrolux Professional Group is one of the leading global providers of food service, beverage, and laundry for professional users. Our innovative products and worldwide service network make our customers' work-life easier, more profitable – and truly sustainable every day. Our solutions and products are manufactured in 12 plants in seven countries and sold in over 110 countries. In 2022, the Electrolux Professional Group had global sales of SEK 11bn and approximately 4,000 employees. Electrolux Professional's B-shares are listed at Nasdaq Stockholm. For more information, visit <https://www.electroluxprofessional.com/corporate>

Kaj Török, Chief Sustainability Officer at MAX Burgers comments: “The global trend towards more reusable packaging can lead to reduced plastics in the oceans but also to reduced terrestrial littering in the markets where MAX operate. As a family-owned company committed to sustainability we always want to be part of the solution and I am therefore happy about our collaboration with Electrolux Professional, which is about finding a better way to serve food.”

Lisa Wahlström, Sustainability Director Coca-Cola Europacific Partners Sweden comments: “Our focus is clear: reduce, reuse, recycle. We need to find innovative ways of doing more with less. That includes accelerating innovation to deliver drinks in new ways, like reusable packaging and smart dispensers. We are also convinced that systemic change needs collective action – so we are very excited to partner up with both MAX Burgers and Electrolux Professional on this journey.”

Mr Paganin continues: “Electrolux Professional is committed to developing innovative solutions to facilitate the greater take-up of reusable packaging solutions among hospitality outlets. By working with global partners such as Coca-Cola in Sweden and MAX Burgers, Electrolux Professionals believes in reducing the amount of waste while maintaining an outstanding customer experience.”

*Internal test done in Electrolux Professional R&D Laboratory. Comparison between standard and eco cycle as by factory settings of HeroDry.

** Source webpage: [Behavioural insight to promote reusable cups – a field study on reducing the use of single-use cups in Sweden | One Planet network](#)

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