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Edelman Public & Government Affairs

We are a specialist team within the world's largest global communications firm, Edelman. Our consultants are trusted and experienced public affairs advisors—including former government officials, political advisors, policy and regulatory experts, lawyers, economists, and industry professionals. We help our clients engage with government, politics, policy, and regulation to help them earn trust and achieve success. Across North and South America, Europe, the Middle East and Africa, and Asia Pacific, our teams are rooted firmly in local markets and local public affairs, and work together across regions and internationally to provide regional and global perspectives. We work seamlessly with Edelman's 6,000+ other world-class communications professionals to integrate Edelman's unparalleled suite of services—public and media relations, brand, marketing, digital advocacy, data analytics, and more—to add further value in building client confidence and stakeholder trust.



6

Regions Covered

25+

Countries Globally

290+

Advisors Worldwide

↙

To read more
about the EU's
game-changing
new packaging
law...





CIRCULAR  **R**®

PLASTICS ALLIANCE



**Henk
Kras**

Circular Plastics Director

COMPANY ACTIVITIES



Collaborative Network



Partnership analysis

Events

Access to strategic materials



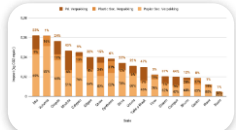
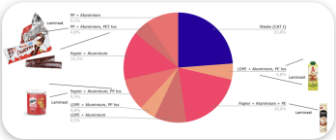
Publicity



Workshops & training



Projects: analysis & implementation



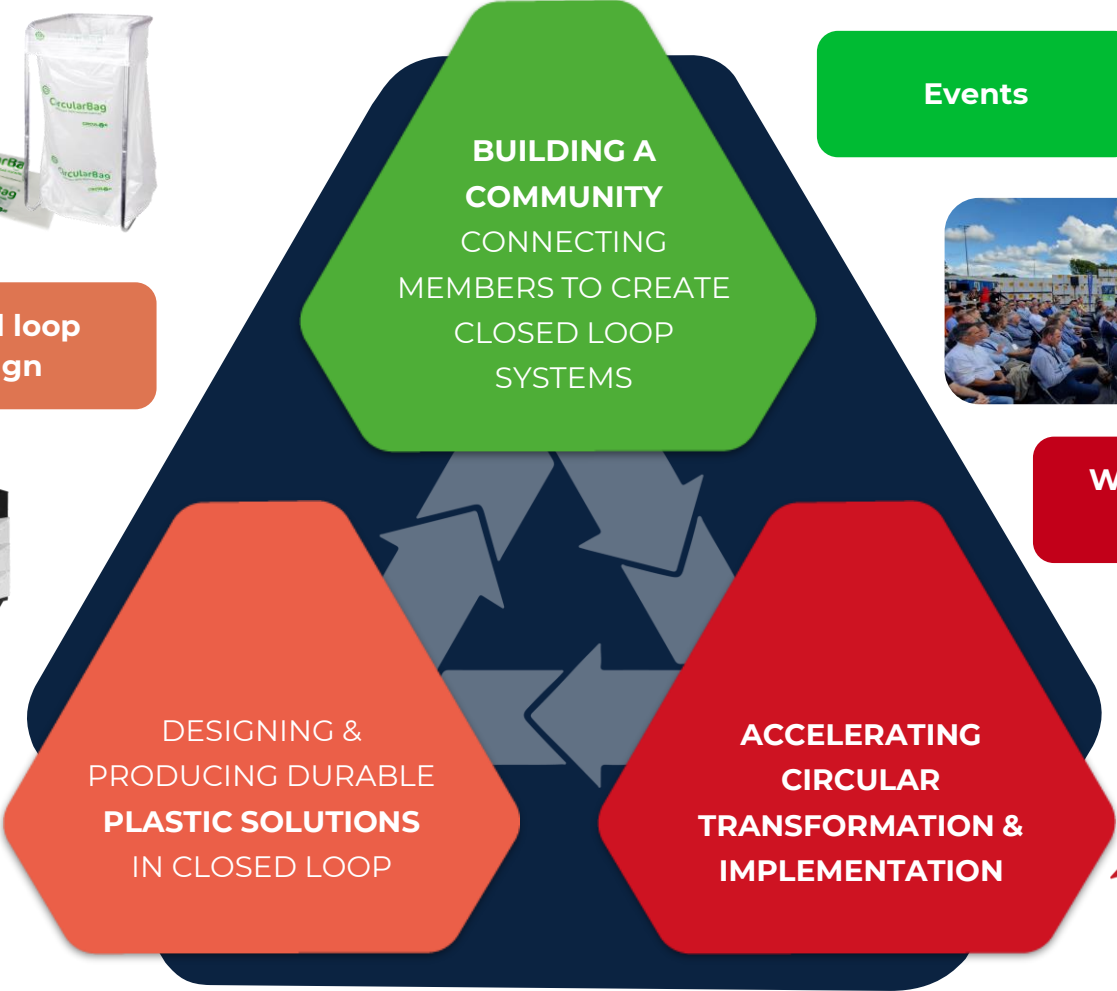
Pooling pilots



Closed loop design



Product development



'LET'S CREATE A CLEANER WORLD TOGETHER'

FROM DC TO BUILDING SITE AND BACK

- 1 Delivery of filled buckets and cans Eurocol/Fire-Off to BMN
- 2 Transport by BMN to the building site
- 3 Collection of clean empty bins in AKYPAK to construction site
- 4 Filled up AKYPAKs return to hub location by BMN
- 5 The empty buckets are collected by KRAS Recycling and recycled into usable raw materials.
- 6 These raw materials are used for the production of new buckets and cans.
- 7 These buckets can then be refilled by Eurocol and delivered by BMN.



eurocol





Schiphol



Profextru solutions that fit



PLAT & PLAT B.V. Duurzaam Vastgoedonderhoud



Lamme textile management



Hygiene products international

eurocol



OUR PARTNERS



Nexans



bruil

xella



MEEDER GROUP



FLEX / design



sinox



vennti



qstylez.



CIRCULR.



HORIZON3 SUSTAINABLE RESOURCE MANAGEMENT

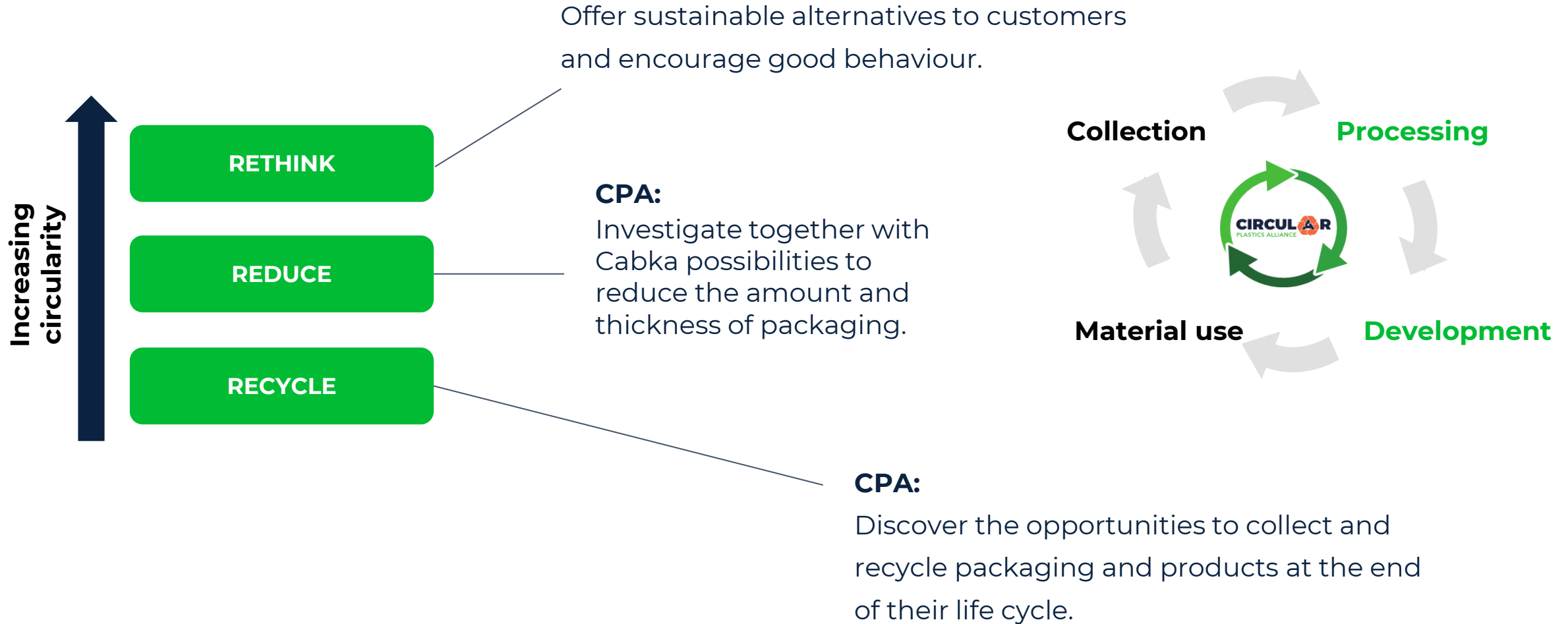


unicef Business Buddies

[Meer info](#)



INVESTING IN SUSTAINABLE CHAINS



COLLECTION WITH CIRCULARBAG®





NEW PCR TRANSITION INNOVATION PROJECTS





CIRCULAR  **R**[®]
PLASTICS ALLIANCE

Move towards
sustainability – Go
circular



'LET'S CREATE A CLEANER WORLD TOGETHER'

Meet our Chief Commercial Officer

- 20+ years' experience in Sales and Marketing across B2B and B2C industries.
- 15+ years in the plastic industry
- Proven track record of increasing revenue growth and market share expansion
- Managing strategic commercial relationships with blue-chip customers and defining and executing the global commercial strategy

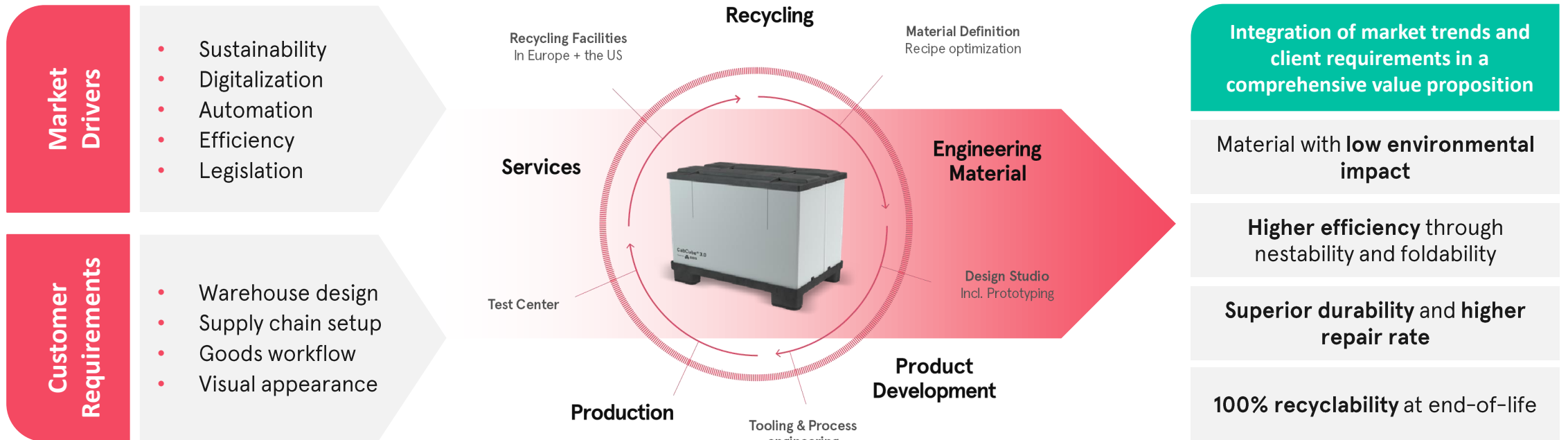


**Naiara
Loroño**

Chief Commercial Officer

Cabka's Competitive Edge

Integrating a detailed understanding of both market and customer demand in the development of benchmark products



Total Cost of Ownership

Durability driving superior TCO

Wood Pallet Market

- Price today: EPAL € 8-12 / pallet
- Trips: 5 trips (average)
- TCO: € 1.5-2.5/trip = standard pallet
- TCO: € 4.5-7.5/trip = standard pallet + one-way corrugated paper

Plastic Pallet Market

- Plastic shows a superior TCO for every supply chain

Nest



€ 5-15
10-30
up to 80%

Eco



€ 15-30
20-50
up to 80%

Endur



€ 40-60
60-200
up to 85%

CabCube



€ 100-150
50-150
up to 75%

Price
Trips
Savings

Life Cycle Analysis

Reducing the Carbon Footprint of Logistic Chains

Wood Pallet Market

- Many wooden pallets are used in **open systems** with **high pallet losses**
- Average **wood pallets last 5 trips** before being damaged
- High loss and breakage rates of EPAL pallets **increase the carbon footprint** of the transport packaging

Plastic Pallet Market

- Offering **alternative** to open transport packaging pools, saving resources and improving carbon footprint of supply chains

Nest



Eco



Endur



CabCube



Weight
Trips
CO₂-reduction*

5-8 Kg
10-30 trips
up to 90%

12-18 Kg
20-50 trips
up to 84%

18-20 Kg
60-200 trips
up to 90%

40 Kg
50-150 trips
up to 82%

*Possible CO₂-reduction is dependent on product and material variables and the transport system

Focus Industries



Food & Beverage



Retail



Chemical



Pharma



Automotive



Pooling



**Naiara
Loroño**

Cabka Chief Commercial Officer



**Fiona
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Edelman Senior Consultant



**Henk
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Circular Plastics Director