

## European Reusable Award 2023

### Award Winner: Uzaje

Awarded for its innovative and energy-efficient cleaning technology for reusable packaging

#### Who is Uzaje?

Uzaje is an innovative French company offering industrial solutions for reusable packaging, high-efficient cleaning for different packaging users in food catering and consumer products as well as consulting services regarding reuse. By developing cleaning centres and optimizing their economic and environmental performance as well as boosting innovations in cleaning processes, Uzaje contributes significantly to making reusable packaging widely accessible in France. Since 2019, Uzaje has been working to facilitate the transition to reusable packaging, opening its first washing site in Neuilly-sur-Marne in 2020, near Paris, its second site in Avignon in 2022 and prepares the third site in Strasbourg at a larger industrial scale with an European perspective. Uzaje has the ambitious goal of being able to reach over 90 percent of the French population with transport distances under 200 kilometres.



UZAJE

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#### How does innovative cleaning technology contribute to environmental protection?



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Uzaje enables the transition to a reusable packaging industry in France and the EU by developing innovative large-scale cleaning processes for different reusable packaging formats and materials (like stainless steel, glass, plastics). Their cleaning sites for reusable packaging run with green electricity only, use significant less water compared to the production of single-use packaging and apply very low concentrated cleaning products while still maintaining very high standards of hygiene and consumer safety. A special ultrasound technology allows the cleaning of heavily soiled reusable packaging. For cleaning a one litre glass bottle, only 200 ml of water is being used, saving 400ml of water compared to market average.



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Moreover, Uzaje has patented a “destick” machine that removes any type of labels, so bottlers engaging in reuse do not have to switch labels anymore. Currently, bottlers need to use easily removable labels if they want to enter a reuse system which comes with certain investments. Now, the destick machine gives more flexibility for producers to use different types of labels.

One of Uzaje’s key achievements is the reuse-accessibility for smaller food companies. By outsourcing the cleaning and making use of Uzaje’s services, small businesses can profit from large industrial-scale innovations without investing into own machines. In this way, Uzaje makes it easier for small companies to contribute to the lower-waste transformation.

By striving to make the rinsing of reusable packaging as efficient and convenient as possible for their customers, Uzaje encourages companies to shift from single-use packaging to reusable packaging. A higher market share of reusable packaging results in less resource and energy consumption reducing climate-damaging greenhouse gases at the same time. Uzaje’s approach is exemplary for other businesses in France and the EU which want to support the development of a reuse economy.

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