

## Press release

Rhede, August 2020

### **With innovation for the future - JEMAKO is setting new standards in sustainable product packaging**

As one of the leading developers and producers of cleaning solutions, JEMAKO has been setting standards in the area of sustainability for over 20 years with innovative cleaning fibres, which make cleaning possible with just water, and environmentally friendly cleaners. The aim of Rheder Direct Sales: To produce cleaning products of the highest quality that are in harmony with humans and nature. In the spirit of consistently striving for ever better, sustainable cleaning solutions, JEMAKO is now also positioning itself with fully recyclable cleaner containers as a pacesetter in the area of environmentally friendly product packaging.

#### **Packaging made of 100 % recycled plastic**

According to current market research studies, the environmental compatibility of both the cleaner itself and the packaging is becoming an increasingly important factor in the decision to purchase cleaning products for private use (source: mafowerk, 2019). In order to meet the changing requirements of consumers and to comply with its own corporate mission statement, JEMAKO has been using recycled plastic, known as recyclate, as an environmentally friendly alternative to newly produced plastic for some time now. For the majority of its cleaner bottles, JEMAKO has already completed the conversion to 100% recycled material. The advantages of recycled plastic are manifold. Unlike new plastic, which is always made from crude oil, no crude oil is used in the production process; production is less energy-intensive and has lower CO2 and pollutant emissions.

#### **The grey container - an innovation in the detergent industry**

The new 100% recycled plastic for JEMAKO containers is obtained directly from the recycling of unsorted, i.e. not pure red, blue or green recyclates. This means they are the less attractive "remnants" of the plastic waste from the yellow recycling bag, which results in a grey colouring of the plastic. This saves resources and energy but also causes colour variations of grey, which the detergent manufacturer consciously accepts. At the same time, JEMAKO dispenses with colouring the recycled raw materials in the containers, thus avoiding unnecessary use of chemicals. This ensures that the containers can easily be recycled without restrictions.

## About JEMAKO

JEMAKO International GmbH is a leading company in direct sales of cleaning and care products with headquarters in Rhede. JEMAKO is currently represented in seven countries and has approximately 4,000 sales partners. Around 300 employees work in Rhede every day to ensure the premium quality of the product range. The portfolio includes cleaning and care products for the bathroom, windows, kitchen, living areas, floor, car and vehicles, as well as selected personal care products. The highest Made in Germany production standards, a sustainable use of

resources and the use of high-quality ingredients contribute to the durability and efficiency of the products.

**Press contact**

Ina Stenkamp

+49 (0)2872 8081 241

[stenkamp@jemako.com](mailto:stenkamp@jemako.com)

[www.jemako.com](http://www.jemako.com)