

## Profile View

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### Details

**Title:** Innovative Swedish company manufacturing biodegradable products seeks distributors and wholesalers for business offers

**POD Reference:** BOSE20210209001

**Summary:** The innovative Swedish company is offering biobased products, including plastic-free and biodegradable cups, straws and bags. The core technology consists of proprietary process for production of its biomaterial and the unique coating technique. The SME is entering the EU-market for establishing business, seeking distributors, wholesalers and commercial agency-agreements. The SME holds numerous international awards ex. "World's Most Innovative Sustainability Startup" among 1400 entrants.

**Description:** The Swedish company enables their customers to reduce their environmental footprint, move towards circular economy, achieve Sustainable Development Goals (SDGs), reach their corporate social responsibility (CSR) targets and enhance their brand image by showing their customers that they care!

The Swedish SME is preparing for an international market entry. In order to grow international business and acquire customers, the Swedish company is seeking commercial & distribution partners for their circular and sustainable products including drinking cups, straws and bags.

#### GROWTH POTENTIAL

Looking at the market, bio-plastics cover only 1% of the total market share, which means there is a huge potential. And the Swedish company has a great position to influence this market.

#### MARKET POTENTIAL

The global bio-plastics market size was valued at USD 8.3 billion in 2019 and is expected to register a compound annual growth rate (CAGR) of 16.1% from 2020 to 2027 reaching to - USD 19.93 billion.

Europe is anticipated to witness the maximum growth over the forecast period. This is attributed to the factors, such as the presence of stringent regulations and increasing environmental concerns. Already from 2021, the EU has banned the sale of plastic products such as plastic straws, disposable plates, disposable cutlery, cotton swabs, etc.

### SCALABILITY

The offered products can be produced using the conventional manufacturing facilities. This makes the technology highly scalable and cost-efficient to operate.

Moreover, selling B2B and having innovative products makes it easier to scale to other markets.

### PREFERRED OUTCOME

This company is looking for trade partnerships through commercial agency agreement or distribution services agreement.

The company is looking for partners to expand to EU-markets. It is interested in building long term cooperation with commercial agents, wholesalers and distributors willing to promote, sell and distribute its products on local markets.

The relevant customer segments include, but not limited to, sectors such as food chains, facility management providers, event organizers and office suppliers.

**Advantages and Innovations:**

Conventional plastics are made from petroleum and stay in the environment up to 1000 years! By 2050, the oceans could have more plastic than fish.

The Swedish company is on a mission to change that by transforming renewable resources to bio-based alternative products for replacing disposable plastics.

With their breakthrough technology, they have succeeded to maximize the bio-based content, improve functionality and reduce the costs compared with the mainstream solutions.

The offered products deliver environmental, technological and economical values such as:

- + Bio-based
- + Bio-degradable
- + Compostable
- + Recyclable
- + Reducing CO2 emission by up to 86%
- + Products are designed, sourced and made in Europe.

The products are already validated and certified by the toughest certification standards in Europe and eco-label from Global SIF.

Products could also be custom-made, profiled and branded.

**Stage of Development:**

Already on the market

**IPR status::**

Patents granted

**Comments****Regarding IPR**

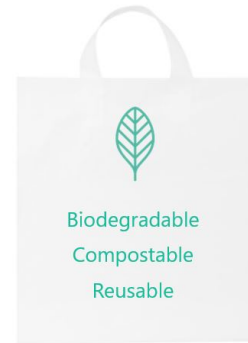
Trademark, Trades Secrets and Proprietary Know-how

**Status:****Profile Origin:**

Other

**Attachments**

## Product Portfolio



### Products

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### Keywords

Technology 02007013 Paper technology

Keywords: 08001001 Drink Technology

08001003 Food Packaging / Handling

10002015 Life Cycle Assessment

11009 Creative products

Market Keywords: 07005001 Fast food restaurants

09004001 Business products and supplies

NACE Keywords: C.17.2.9 Manufacture of other articles of paper and paperboard

### Partner Sought

Type and Role of Partner Sought: Type and role of partner sought:

Commercial partners interested in sustainability and circular economy.

The Swedish company seeks distributors and/or agents specialized in distribution of eco-friendly products. The potential partner should already be operating on the market and possess a strong client base. The company is seeking to establish long-term cooperation.

The company is striving for a front-runner brand image in sustainability and is committed to communicate to the end-customers the innovative, environmental and circular aspects of their business.

Type and Size of Partner Sought: >500 MNE  
 251-500  
 SME <10  
 SME 11-50  
 SME 51-250

Type of Partnership Considered: Commercial agency agreement  
 Distribution services agreement

## Client

Type and Size of Client: Industry SME <= 10

Year Established: 2018

Turnover (euro): <1M

Already Engaged in Trans-National Cooperation: No

Additional Comments: The company was recently awarded the prestigious "Company of the Year" and "Swedish Grand Engineering Prize"

Certification Standards: other

Languages Spoken: English  
 German  
 Swedish

Client Country: Sweden

## Dissemination

Relevant Sector Groups: Environment  
 Materials