

Achtsamer Umgang – auch in Verpackungsfragen

Erfolgreiche Kooperation: Der österreichische Top-Seller vegetarischer Produkte der Marke Hermann von Neuburger entscheidet sich jetzt für recycelbare und ressourcenschonende Folienverpackung von Schur Flexibles.



...

5i WX 'GWX i f'; `YI]V`Yg'gYhh`Ui Z'bUWX\U`h][Y`ZYI]V`Y
J YfdUW_i b[Yb `i bX`VUi h`gY]b `DcfhZc`c `Ub `]bbcj Uhjj Yb
fYggci fWYbgWXcbYbXYb `i bX`fYWhW]b[ZU\[Yb
J YfdUW_i b[g`cgi b[Yb `_cbh]bi]Yf]WX `Ui g"6YgcbXYfg`Dfc`Y_hY`a]h
]bbcj Uhjj Yb `@YYbga]hhY`i bhYfbY\`a Yb`Yfa c[`]WX Yb`Yg`XYf
; fi ddYzX]Y ?ca dYhYbnYb `]a `6YfY]WX `B UWX\U`h][_Y]h`ni
VYk Y]gYb `i bX`XUa]h`Ui WX`X]Y`XY`c_c`c[`]gWX Yf`DfcXi _hY`a]h
dUggYbXYb `J YfdUW_i b[g_cbnYdhYb`ni `i bhYfghfY]WX Yb"8Yg\U`V
_cbbhY`GWX i f'; `YI]V`Yg`X]Y`BYi Vi f[Yf'; `Y]gWX`cg'; a V<`U`g

?cc dYfUh]cbgdUfhbYf'Z f'XYfYb'gY\ f'YfZc'[fY]W Y'DU'YhhY'Ub
<Yfa Ubb!DfcXi _hYb'[Yk]bbYb"

9i fc dÀ]gW Y' b b c j Uh]cb

:`Y]gW `cgY'DfcXi _hY'Vcca Yb"8Yf'J Yfn]W h;j]Y`Yf'?cbgi a YbhYb'
[Ubn'cXYf'ni a]bXYgh'nY]hk Y]gY' 'Ui Z: `Y]gW dfcXi _hY'a ch;j]Yfh
Ui W ' `Ugg]gW Y': `Y]gW \YfghY``Yf'ni a 'I a XYb_Yb"8Ug
: Ua]]Ybi bhYfbY\ a Yb'BYi Vi f[Yf'Ui g'`f]W gVYf['b
CVYfcghYffY]W ']ghgY]ha Y\ f'U'g', \$'U\ fYb'YfZc'[fY]W 'a]hgY]bYa
ZY]bYb' BYi Vi f[Yf'zXYb'a Ub'b]W h@YVYf_UgY'bYbbYb'XUfZ'

&\$%* 'VfUW hY'XUg'I bhYfbY\ a Yb'Y]bY'j c``]['bYi Y'DfcXi _h]b]Y'ni f
A Uf_hfY]ZY.'A]h'6fUh i fghYb'Gw b]hnY' i bX': UgW]YfhYa 'XYf
j Y[YhUf]gW Yb '@b]Y'<Yfa Ubb'_fY]YfhYb'<Yfa Ubb'BYi Vi f[Yf'i bX
gY]b'Gc\ b'H\ca Ug'fl 't'Y]bY'Yw hY'Yi fcdU]gW Y
@YVYbga]hhY']bbcj Uh]cb"8]Y'j Y[YhUf]gW Y'DfcXi _h]b]Y' 'a]h'6]c!
Ni hUhYb'i bX'j c``]['c\ bY'Ni gUhnghc ZZY' 'VUg]Yfh'Ui Z'Y]bYa 'D]nž
XYa '?fUi hYfgY]h]b["A]hhYfk Y]'Y'j YfZ[h'XUg'I bhYfbY\ a Yb'i VYf
Y]b'Yi fcdUk Y]hYg'DUhYbh'i bX'Y]bY'\Ui gY][YbY'D]nni W h]b
I 'f]W gVYf["A]h'<Yfa Ubb'gYhnhYg'g]W 'Yhnhk Y]hYf'Z f'XYb
UW hgUa Yb'I a [Ub['a]h; Ygi bX\Y]h'i bX'I a k Y'h'Y]b"8U'a i gg
bUh i f']W 'Ui W 'X]Y'J YfdUW_i b['Y]bY'fYggci fW bgW cbYbXY
@cgi b['gY]b' 'XU\Yf'\Uh'g]W ' <Yfa Ubb'Yhnh'Z f'X]Y': c']Yb`cgi b[
j cb'Gw i f'; 'YI]V'Yg'YbhgW]YXYb"

5W hgUa Yf'I a [Ub[

': Ni gUa a YbUfVY]h'a]h'Gw i f'; 'YI]V'Yg'_cbbhY'XYf'D'Ugh]_UbhY]
XYf'VYghY\YbXYb'J YfdUW_i b[Yb'i a ', \$'DfcnYbh'Ui Z'Y]b'A]b]a i a
fYXI n]Yfh'k YfXYb"5'g'D]cb]Yf'Z f']bbcj Uh]j Y'bUW\U'h][Y
J YfdUW_i b[g`cgi b[Yb'V]YhYh'XYf'J YfdUW_i b[g_cbnYfb'a]h

<Ui dhg]hn]b'K]Yb'XUg'[fc» hY'DcfhZc]c'Ub'YYb'X]YgYb'i bX
Yfa c[`]W\hY`YhnhYbX]W\Y]bY]XYU'Y@cgi b[``8]Y
J YfUbhk cfh]W\Yb'VY]XYf'BYi Vi f[Yf: 'Y]gW\`cg'; a V<
YbhgW\]YXYb'g]W\Z f'X]Y'fYWhW\`VUfYz'Y]ghi b[g! 'ZU\][Y
J 57I ZYI ffYŁ'9L!H'U'g'I bhYfZc]Y''8]Y': c`]Y'Ui g'Dc'mc`YZ]bYb
j YfY]bh'VYghY'A UgW\]bYb[Ub[][_Y]h'a]h'\cW\ghYa 'DfcXi _hgW\i hn"
A fY'9J C<!6Uff]YfY'i VYfnYi [h'Xi fW\`Y]bY'\c\Y
GUI YfghcZZUff]YfY'i bX'VYghY'DfcnYggZU\][_Y]h'Ui Z'U'Yb'[Ub[][Yb
H\Yfa cZcfa Yfb"?ca V]b]Yfh'k]fX J 57I !ZYI ffYŁ'9L!H'a]h'XYf
hfUbgdUfYbhYbż'VYb! 'ZU'g[i h'fYWhW\]b[ZU\][Yb : 'YI HcdffYŁ
C VYfZc]Y''Hfc hn"?i bghghcZZfYXi _h]cb 'XYf'GW\U'Ybj YfdUW_i b['i a
, \$'DfcnYbh'fA UhYf]U'[Yk]W\h'V]YhYh'X]Y'fYWhW\YVUfY'5'hYfbUh]j Y
X]Y'\cW\ghY'DfcXi _hg]W\Yf\Y]h'i bX'ni j Yf'Ugg][Y'G]Y[Y'!
9][YbgW\UZhYb"

9fgh_`Ugg][Y': c`]YbY][YbgW\UZhYb

GW\i f': 'YI]V`Yg'_cbbhY'a]h[`Y]W\ a Y\ fYfYb'9][YbgW\UZhYb'XYf
: c']Yb'di b_hYbż'i bhYf'UbXYfYa 'Y]bYf'gY\ f'[i hYb'J YfUfVY]hi b[
Ui Z'XYb'J YfdUW_i b[ga UgW\]bYbż'Y]bYf'\c\Yb'HfUbgdUfYbn'XYg
A UhYf]U'gż'XYf'9][bi b['Z f'X]Y'DUghYi f]gUh]cb'gck]Y'Y]bYf
Ui g[YnY]W\ bYhYb'DYY'ZU\][_Y]h'VY]C ZZbYb'XYf'Zf]h][Yb
J YfdUW_i b[Yb''9bhgW\Y]XYbX'YXcW\k Uf'Z f'VY]XY'GY]hYbż'XUgg
X]Y'bYi Y'J YfdUW_i b['[i h'fYWhW\]b[ZU\][']ghi bX'XYb!'bcW\U'
X]YgY'[fi bX'Y[YbXYb'9][YbgW\UZhYb'V]YhYh'8Ufi VYf'\b]bUi g'k Uf
i bgYfYa '?i bXYb'XYf'GYfj]W\k]W\h][. 'K]f'\UVYb']b'Yb[Yf
5Vgh]a a i b['a]h'XYa 'A UgW\]bYb\YfghY'Yf'Y]bY'YfZc'fY]W\Y
HYghd\UgY'Xi fW\ [YZ \fhi bX'ZfYi Yb'i bg'bi b'a]h<Yf! 'a Ubb'i VYf
X]Y'9]bZ \fi b['XYf'bYi Yb'J YfdUW_i b[Yb'Yf_`Ufh: f]hn'<i a Yfż
7GC'VY]GW\i f': 'YI]V`Yg"

A]h'XYf'?ca V]bUh]cb'j cb'J 57I ZYI ffYŁ'9L!H'i bX': 'YI HcdffYŁ
YbhgW\]YX'g]W\XUg'I bhYfbY\ a Yb'XUa]h'Z f'Y]b
J YfdUW_i b[ggmghYa ż'XUg'[i hY'?fY]g'Ui ZZU\][_Y]h'VYk Y]ghi bX

XUa]h'dYfZY_hni a 'bUW\U'h][Yb <Yfa Ubb!?cbnYd h'dUggh"

GWX i f': `YI]V`Yg``Y]ghi b[gZA\][Y'fYWmWYVUfY J YfdUW_i b[g`Ogi b[j YfY]bh`VYghY A UgWX]bYb[Ab[][_Y]h'a]h`\OWX ghYa 'DfcXi _hgWX i hn"

| 'GWX i f': `YI]V`Yg'; fci d :

, VYf'X]Y'GWX i f': `YI]V`Yg'; fci d

8]Y'GWX i f': `YI]V`Yg'; fci d 'a]h<Ui dhgjh\]b'K]YbYf'BYi XcfZ²
2 ghYffY]WX\z\Uh'g]WX 'Ui Z]bbcj Uh]j Yz\cWX k Yfh][Y'i bX
a U» [YgWX bY]XYfhY <cWX VUff]YfY!J YfdUW_i b[g`Ogi b[Yb'Z\of'X]Y
@YVYbga]hhY!z'HUVU_! i bX'D\Ufa U]bXi ghf]Y'gdYn]U'g]Yfh"

A]h'\fYf']bhY[f]YfhYb'K YfhgWX OdZ b[g_YhhY'j cb'9i hfi g]cb'ØVYf
8 fi W'_i bX'?UgWX]Yfi b['V]g'\]b'ni f'i a ZUb[fY]WX Yb
6Yi hY'YfnYi [i b['Yfk]fhgWX UZhYh'X]Y']b'&\$%&' [Y[fØbXYhY'; fi ddY
U_hi Y``Y]bYb'; YgUa hi a gUhn'j cb'fi bX') &\$'A]c"9i fc'fbfc'Zcfa UŁ
i bX'[Y\Øfh'XUa]hni 'XYb'Z\ fYbXYb' l bhYfbY\ a Yb'XYf'6fUbWX Y
]b'9i fcdU''GWX i f': `YI]V`Yg'VYgWX\Zh][h%"- \$\$'A]hUfVY]hYf'i bX
i a ZUggh'&&'DfcXi _h]cbggħAhhYb']b'K Yghl'i bX'CghYi fcdUž'X]Y'U''Y
\cWX'gdYn]U'g]Yfh'g]bX'i bX'Yk Y]'g'Ui Z]\fYa'; YV]Yh
HYWX bc`c[]YZ\ fYfghUhi g'[Yb]Y» Yb"8]YgYg'7YbhYf'cZ'9i WX``YbWX!
?cbnYdh'a UWX h'X]Y'; fi ddY'ni 'Y]bYa 'UhhfU_h]j Yb'i bX
_ca dYhYb hYb'DUfhbYf'Z\of'?i bXYbi bhYfbY\ a Yb'Ui g[Yk A\`hYf
6fUbWX Yb"

6Ygi WX Yb'G]Y'i bg'Ui Z.'ZY]gWX i bXWX"Uh