

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 W\`GW i f':`YI]V`Yg`gYmh`Ui Z`bUW\`U`h][Y`ZYI]V`Y
 J YfdUW`i b[Yb`i bX`VUi h`gY]b`Dc fhZc`]c`Ub`]bbcj Uh] Yb
 fYggci fW`bgW\`cbYbXYb`i bX`fYWmW]b[ZU\`][Yb
 J YfdUW`i b[g`cgi b[Yb`_cbh]bi]Yf`]W\`Ui g``6YgcbXYfg`Dfc`Y`_hY`a]h
]bbcj Uh] Yb`@VYbga]hY`i bhYfbY\`a Yb`Yfa c[`]W\`Yb`Yg`XYf
 ; fi ddYžX]Y`?ca dYhYbnYb`]a`6YfY]W\`B UW\`U`h][_Y]h`ni
 VYk Y]gYb`i bX`XUa]h`Ui W\`X]Y`XYY`c`_c`c[]gW\`Yf`DfcXi`_hY`a]h
 dUggYbXYb`J YfdUW`i b[g`cbnYdhYb`ni`i bhYfghfY]W\`Yb``8Yg\`U`V
 _cbbhY`GW i f':`YI]V`Yg`X]Y`BYi Vi f[Yf':`Y]gW\`cg'; a V<`U`g

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

9i fcdÄ]gW\Y'≡bbcj Uh]cb

:`Y]gW\`cgY'DfcXi _hY'Vcca Yb""8Yf'JYfn]W\hj]Y`Yf'?cbgi a YbhYb'
[UbncXYf'ni a]bXYghnY]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'I `f]W\gVYf[`]b
C VYfcghYffY]W\`]gh'gY]h'a Y\ f'U`g', \$`X\ fYb'YfZc`[fY]W\`a]h'gY]bYa
ZY]bYb` BYi Vi f[Yf`žXYb`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'6fUhk i fghYbžGW\ 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 `ŁY]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 gUhnghcZY' `VUg]Yfh'Ui ZY]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`DUhYbhi 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'Zi 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
bUhi 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'Zi 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 ZY]b`A]b]a i a
fYXi n]Yfh'k YfXYb""5`g`D]cb]Yf'Zi 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`YVYb`X]YgYb`i bX
Yfa c[`]WxhY`YmhYbX`]Wx`Y]bY`]XYU`Y`@cgi b[``8]Y
JYfUbhk cfh]WxYb`VY`]XYf`BYi Vi f[Yf':`Y]gWx`cg'; a V<
YbhgWx]YXYb`g]Wx`Zi f`X]Y`fYWmW`VUfYž`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 UgWx]bYb[Ub[][_Y]h'a]h`cWxghYa`DfcXi _hgWxi hn"
ÀfY`9JC<!6Uff]YfY`i VYfnYi [h`Xi fWx`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
hfUbgdUfYb`hYbž`YVYb!`ZU`g`[i h`fYWmW]b[ZU\][Yb':`YI HcdfFYŁ
C VYfZc`]Y""Hfc hn`?i bghghcZZfYXi _h]cb`XYf`GWxU`Ybj YfdUW_i b[`i a
, \$`DfcnYb`h`fA UhYf]U`[Yk]WxhŁ`V]YhYh`X]Y`fYWmWYVUfY`5`hYfbUh]j Y
X]Y`\cWxghY`DfcXi _hg]WxYf\Y]h`i bX`ni j Yf`Ugg][Y`G]Y[Y`!
9][YbgWxUZhYb"

9fgh_`Ugg][Y': c`]YbY][YbgWxUZhYb

GWxi f':`YI]V`Yg`_cbbhY`a]h[`Y]Wx`a Y\YfYb`9][YbgWxUZhYb`XYf
: c`]Yb`di b_hYbž`i bhYf`UbXYfYa`Y]bYf`gY\`f[i hYb`J YfUfVY]hi b[
Ui ZXYb`J YfdUW_i b[ga UgWx]bYbž`Y]bYf`\c\Yb`HfUbgdUfYbn`XYg
A UhYf]U`gž`XYf`9][bi b[`Zi f`X]Y`DUghYi f]gUh]cb`gck]Y`Y]bYf
Ui g[YnY]Wx`bYhYb`DYY`ZU\][_Y]h`VY`]C ZbYb`XYf`ZYfh][Yb
J YfdUW_i b[Yb""9bhgWxY]XYbX`YXcWx`k Uf`Zi f`VY]XY`GY]hYbž`XUgg
X]Y`bYi Y`J YfdUW_i b[`i h`fYWmW]b[ZU\][`]gh`i bX`XYb!`bcWx`U`
X]YgY`[fi bX`Y[YbXYb`9][YbgWxUZhYb`V]YhYh""8Ufi VYf`\]bUi g`k Uf
i bgYfYa`?i bXYb`XYf`GYfj]Wx`k]Wxh][.`K]f`\UVYb`]b`Yb[Yf
5Vgh]a a i b[`a]h`XYa`A UgWx]bYb\YfghY`Yf`Y]bY`YfZc`[fY]WxY
HYghd\UgY`Xi fWx[YZi \fh`i bX`ZfYi Yb`i bg`bi b`a]h`<Yf!`a Ubb`i VYf
X]Y`9]bZi \fi b[`XYf`bYi Yb`J YfdUW_i b[Yb`Yf`_Ufh': f]hn`<i a Yfž
7GC`VY]`GWxi f':`YI]V`Yg"

A]h`XYf`?ca V]bUh]cb`j cb`J 57I ZYI ffYŁ`9L!H`i bX':`YI HcdfFYŁ
YbhgWx]YX`g]Wx`XUg`I bhYfbY\`a Yb`XUa]h`Zi f`Y]b
J YfdUW_i b[ggmghYa`ž`XUg`[i hY`?fY]g`Ui ZZU\][_Y]h`VYk Y]gh`i bX

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

..

GWxi f': `YI]V`Yg`Y]ghi b[gZ\`][Y`fYWmWYVUfY`J YfdUW_i b[g`Øgi b[
j YfY]bh`VYghY`A UgW\]bYb[Åb[][_Y]h'a]h`\ØW\ghYa `DfcXi _hgWxi hn"

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

„ VYf`X]Y`GWxi f': `YI]V`Yg'; fci d

.

8]Y`GWxi f': `YI]V`Yg'; fci d'a]h'<Ui dhg]hn`]b`K]YbYf`BYi XcfZz
² ghYffY]W\ž`\Uh'g]W\`Ui Z`]bbcj Uh]j Yž`\cW\k Yfh][Y`i bX
a U»[YgW\by]XYfhY`<cW\VUff]YfY!J YfdUW_i b[g`Øgi b[Yb`ZØf`X]Y
@VYbga]hhY`!ž`HUVU_!`i bX`D\Ufa U]bXi ghf]Y`gdYn]U`]g]Yfh"

A]h`]\fYf`]bhY[f]YfhYb`K YfhgW\ØdZi b[g_YhhY`j cb`9I hfi g]cb`ØVYf
8fi W_i bX`? UgW\]Yfi b[`V]g`\]b`ni f`i a ZUb[fY]W\Yb
6Yi hY`YfnYi [i b[`Yfk]fhgW\UZhYh`X]Y`]b`&\$%&`[Y[fØbXYhY`; fi ddY
U_hi Y``Y]bYb`; YgUa hi a gUm`j cb`fi bX`) &\$`A]c``9i fc`fdfc`Zcfa UŁ
i bX`[Y\Øfh`XUa]hini `XYb`ZØ\fYbXYb`I bhYfbY\`a Yb`XYf`6fUbW\Y
]b`9i fcdU``GWxi f': `YI]V`Yg`VYgW\ÅZh][h`%- \$`\$`A]hUfVY]hYf`i bX
i a ZUggh`&&`DfcXi _h]cbgghÅhhYb`]b`K Ygh!`i bX`C ghYi fcdUž`X]Y`U``Y
\cW\`gdYn]U`]g]Yfh'g]bX`i bX`Yk Y`]g`Ui Z`]\fYa `; YV]Yh
HYW\bc`c[]YZØ\fYfghUhi g[Yb]Y»Yb``8]YgYg`7YbhYf`cZ`9I W``YbW!
?cbnYdh'a UW\h`X]Y`; fi ddY`ni `Y]bYa `UhhfU_h]j Yb`i bX
_ca dYhYbhYb`DUfhbYf`ZØf`?i bXYbi bhYfbY\`a Yb`Ui g[Yk Å`\hYf
6fUbW\Yb"

.

6Ygi W\Yb`G]Y`i bg`Ui Z.`ZY]gWxi bXWŁ`Uh