

XOCO

UPCYCLING PRODUCTION



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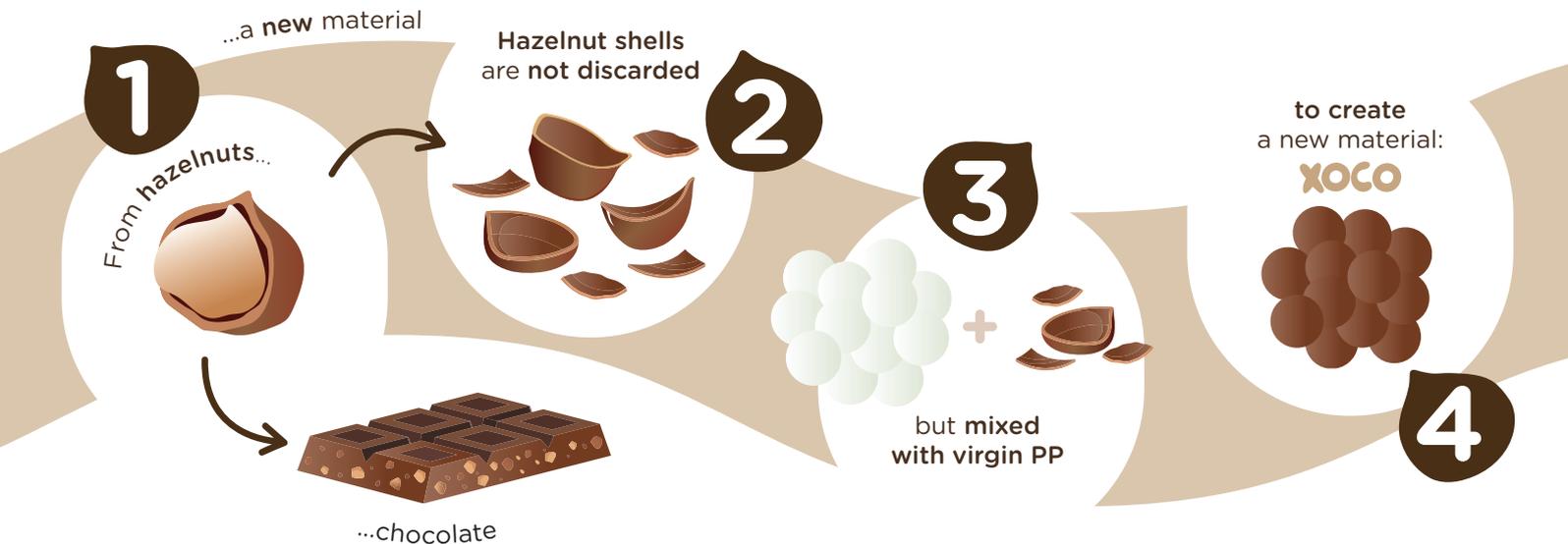
UPCYCLING PRODUCTION

From chocolate,
something beyond taste
can be born: a new material
shaped from its hazelnuts.

from waste to value

Berlin Packaging Beauty is developing new **upcycling packaging solutions** transforming organic waste into functional fillers.

The project explores the use of **natural fillers derived from hazelnut shells**, combined with a **polypropylene (PP)** base, to create **packaging components** through plastic injection and blow molding processes.



why it's good

Same performance as PP
No impact on durability or functionality.

Upcycling
Production waste becomes part of the packaging.

No compromise on recyclability
Xoco components are disposable within standard plastic recycling streams.

upcycling solution for beauty packaging

UNPACKING Y/OUR SUSTAINABILITY POTENTIAL



Upcycling: Xoco integrates alternative fillers derived from production residues into selected packaging components, combined with a PP base. Used at a 10% concentration, these fillers allow brands to reuse waste generated during formula manufacturing while maintaining the same performance and durability as standard PP packaging. At this level, the integration of alternative fillers does not compromise recyclability, enabling Xoco components to be disposed of within standard plastic recycling streams and ensuring proper end-of-life management.

5



XOCO

is used to produce
packaging components


GIROTONDO
DROPPER

10% of
these components'
material is made
from hazelnut shells


POCKII
MONO PP
30 ml




POCKII COVER
Ø 45 mm

