

## PRESS RELEASE



keeper booth ambiente 2024

### **keeper Organizational Solutions** **CREATING ORDER. KEEPING ORDER.**

#### **THE COMPANY SUCCESSFULLY PRESENTED ITSELF AT AMBIENTE 20244**

March 2024 - The keeper Group, headquartered in Hille, East Westphalia, with its own production facility in Europe, is one of the leading European providers of **innovative household and storage products** made of **high-quality plastic**. **Made in EU** is not just an origin designation for keeper; it's a quality standard. The high keeper standard is evident in its product lines for **kitchen, household, and storage**, as well as in the **kids category** with products for babies and toddlers. The **eco line** made from 100% recycled plastic is the latest edition. The product range is distributed in over **50 countries** through respective trade channels.

In January 2024, the company showcased at the world's largest **consumer goods fair**, ambiente (Frankfurt/Main), featuring a selection from its comprehensive range of more than 700 catalog items.

The completely booked trade fair grounds (approximately 5,000 exhibitors) hosted the consumer goods industry from 170 countries for five days. "The fair was a visitor magnet and met our expectations 100%. It was the ideal platform to meet our trade partners nationally and internationally and showcase our portfolio of organizational solutions and product innovations," summarizes Martin Bieri, CEO of keeper Group



Martin Bieri, CEO keeper Group

#### **KEEPER KEEPS YOUR WORLD – A CORPORATE CONCEPT**

Sustainability, a focal point of the consumer goods industry, was noticeable in the discussions at ambiente. For the keeper team, the focus remains on developing and expanding the **sustainable range** with **innovative concepts**. Sustainability goes hand in hand with **lifestyle and design**. The keeper Group only produces articles that adhere to a sustainable cycle

The company utilizes **100% of its own plastic waste** to create new products, which can, in turn, be **100% recycled**. This concept contributes to reducing environmental impact. keeper products are never disposables but are characterized by **longevity** and **clever design** while being **highly functional**.

The sustainability theme is evident in the brand claim "**keeper keeps your world**." It reflects the ecological and efficient attitude, starting from the repeatedly used raw materials, the **CO2-optimized production process**, to the **FSC-certified packaging**, leading to the households of end customers. keeper, with its commitment, stands for preserving personal belongings and natural resources.

Therefore, the **keeper eco line** was among the highlights of the keeper trade fair presentation. The products, as basics of household organization, are particularly resource-efficient: they are made from **100% recycled plastic**. This so-called **post-consumer recycle** comes from household packaging waste (Yellow Bin). The company is pleased with this year's recognition of the eco line product series with the "**ethical style by ambiente**" logo award. The jury criteria included keeper guaranteeing ecological and socially acceptable production.



#### About keeper

About keeper The keeper Group, headquartered in Hille, Germany, with its own production and logistics in Europe, is one of the leading European providers of innovative, high-quality, and sustainable plastic household products. With four product categories for kitchen, household, storage, and kids, the group serves renowned customers in the areas of D.I.Y., grocery retail, wholesale, and furniture retail in over 50 countries under the German Brand Award-winning brand keeper. Each product stands for at least one of the four brand promises:

ecological, efficient, essential – enjoy living!

[keeper.com](https://www.keeper.com)