

PRESS RELEASE



keeper eco line made from 100% recycled plastic

keeper Organizational Solutions CREATING ORDER. KEEPING ORDER.

KEEPER ECO LINE - FOR MORE SUSTAINABILITY IN THE HOUSEHOLD

April 2024 – For keeper, the [specialist in organization solutions](#), priority is given to sustainability. The brand claim "keeper keeps your world" is an expression of this corporate attitude.

The [keeper eco line](#) products for household organization are made from [100% recycled plastic](#), making them particularly resource-efficient. The so-called [post-consumer recycle](#) is obtained from household packaging waste (yellow bin) and is free from contamination by other plastics. This paves the way to combine [sustainability with lifestyle and design](#).

THE NEW KEEPER ECO LINE COLORS - GREEN LIVING MEETS ENERGETIC BLUE

Sustainable products don't have to be monotonous and dull: In recent years, a lot has changed, with designers and innovative companies opting for sustainable materials and production processes without compromising on [attractive design and colors](#): The [new eco line colors](#) correspond to the color trend of 2024. The colors symbolize vitality, freshness, and a positive vibe. In line with the spirit of the times, they also signal [ethical and ecological aspects](#): They are clean, cheerful colors like a bright green ([eco grass green](#)), a deep blue ([eco sky blue](#)), and a calming grey ([eco stone grey](#)). Each product of the eco line is available in the three mentioned colors.

THE ECO LINE RANGE

The **eco line household products** bear the **Blue Angel seal**, the environmental label of the German federal government. With the eco line, keeper offers consumers a real alternative to products made from conventional plastics.

keeper has products that bring joy. Just like their names.

- eco ben - two-tone, patented folding box
- bruno - sturdy Euro boxes in 4 sizes
- emil – turn-around stacking boxes in 4 sizes
- mika & elsa - buckets in different versions
- svenja - bio-waste bin with swing lid
- tilda - laundry basket



For an environmentally conscious household - indoors and outdoors.

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