# Just Eat Takeaway launches plastic-free food boxes in Germany



Just Eat Takeaway, a significant player in the global food delivery sector, has announced the launch of plastic-free food boxes in Germany, marking a notable step in its sustainability efforts. The company, known in Germany as Lieferando, has partnered with Xampla, a British eco-materials startup, and Finnish packaging manufacturer Huhtamaki to introduce these innovative takeaway boxes that utilise Xampla's proprietary Morro Coating.

These new takeaway boxes are made from sustainably sourced corrugated paper and are lined with Morro, a plant-based coating that is 100% biobased, plastic-free, and free from harmful Per- and Polyfluorinated Substances (PFAS). Lieferando's 41,000 restaurant partners can now order this environmentally friendly packaging through the company's partner webshop. Jaz Rabadia, the global head of sustainability at Just Eat Takeaway, expressed the company’s commitment to making choices that are beneficial for both partners and consumers, stating, "we’re looking forward to working with Xampla to encourage more partners to adopt plastic-free packaging."

The Morro Coating provides properties that match those of conventional plastic, offering food-contact safety and strong water and oxygen barrier performance, which makes it suitable for a variety of food items, including those that are greasy or oily—a challenge typically faced by non-plastic packaging. "Morro Coating is designed to seamlessly integrate into existing packaging processes, offering a powerful alternative to plastic," said Xampla's CEO, Alexandra French.

The collaboration further emerges as Just Eat Takeaway continues to address the significant environmental issues posed by plastic waste, with reports indicating that the plastic industry accounts for approximately 3.4% of global emissions. Research shows that while 430 million tonnes of plastic waste are generated annually worldwide, only 9% is recycled. The introduction of the Morro Coating presents a viable alternative in a market that is increasingly scrutinising single-use plastics, a concern echoed by various global policymakers moving towards bans on such products.

The introduction of these plastic-free boxes follows initial trials conducted in the UK, where numerous Lieferando restaurant partners tested 500 boxes in cities including Hamburg, Essen, Munich, and Wiesloch. “We are pleased to be working with Lieferando and Huhtamaki, two forward-thinking partners who share our commitment to the planet through reducing plastic pollution,” French added.

This partnership aligns with other sustainable initiatives Just Eat Takeaway is pursuing, including its ongoing collaboration with Notpla, a seaweed packaging manufacturer. Already an early adopter of sustainable packaging solutions, Just Eat Takeaway's seaweed-lined boxes have been implemented across ten European countries, from the UK to Switzerland.

Providing further options in sustainable packaging is part of Just Eat Takeaway's broader strategy to mitigate plastic pollution in the on-demand delivery industry. The company has also partnered with My Emissions, a carbon calculator that allows businesses to display emissions information within their delivery menus.

The collaboration with Xampla not only expands Lieferando's sustainable packaging offerings but also reinforces the company's position as a leader in environmental responsibility in the food delivery sector. With the increasing focus on sustainability, this effort may serve as a model for others in the industry.

Source: [Noah Wire Services](https://www.noahwire.com)

## Bibliography

1. <https://www.greenqueen.com.hk/just-eat-takeaway-sustainable-packaging-plastic-xampla-morro/> - This article supports the claim about Just Eat Takeaway's partnership with Xampla for introducing plastic-free takeaway boxes in Germany, utilizing the Morro Coating. It also highlights the company's broader sustainability efforts, including its partnership with Notpla for seaweed-lined boxes.
2. <https://www.businessweekly.co.uk/posts/just-eat-just-perfect-for-xamplas-plastic-free-morro-coating> - This article further details the collaboration between Lieferando (Just Eat Takeaway's German platform) and Xampla, emphasizing the use of Morro Coating in sustainable packing solutions. It also mentions initial trials conducted in the UK.
3. <https://www.vacourts.gov/courts/scv/rulesofcourt.pdf> - This document does not directly relate to the article's content but provides legal context unrelated to the specific topic of sustainable packaging.
4. <https://bp-consultants.de/en/algae-instead-of-plastic-coated-packaging-for-the-take-away-market/> - This resource supports the information about sustainable packaging alternatives in the food delivery industry, specifically mentioning Notpla's algae-based solutions used by Just Eat Takeaway in various European countries.
5. <https://www.immigrantjustice.org/sites/default/files/content-type/resource/documents/2018-10/NIJC%20Asylum%20Manual_final%2007%202018.pdf> - This PDF is unrelated to the topic of sustainable packaging or Just Eat Takeaway's initiatives, focusing on asylum procedures instead.
6. <https://www.just-eat-takeaway.com/corporate/sustainability/> - Unfortunately, this specific URL does not appear in the search results. However, it would ideally support Just Eat Takeaway's broader sustainability initiatives, including their packaging efforts.
7. <https://www.greenqueen.com.hk/just-eat-takeaway-sustainable-packaging-plastic-xampla-morro/> - Please view link - unable to able to access data