

JuteReise – your plastic-free travel companion



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OUR IDEA

We would like to make traveling more environmentally friendly. In addition to the CO2 impact on the environment, the waste problem caused by plastic is playing an increasingly important role. Our aim is to offer consumers a simple, plastic-free option, allowing travelers to take their travel companion with them wherever they go.

OUR VISION

We want to encourage consumers to become more aware of the growing plastic problem. Especially through everyday products like cosmetics. In this way, we want to pave the way to a plastic-free(r) future.

WHAT IS “JUTEREISE”?

The “JuteReise” includes a durable fabric bag filled with essential cosmetics for him or her. Plastic-free, of course. Compactly packed, easily stowable and transportable, “JuteReise” is presented to the end consumer in a holistic solution.

THIS IS INSIDE

A bamboo toothbrush, a bamboo toothbrush case, toothpaste drops, an all-purpose soap and a soap sachet.

TARGET GROUPS

With “JuteReise” we address travel enthusiasts and at the same time environmentally conscious people, who already deal with the impact of their actions and plastic avoidance issues in their everyday life. Our focus lies on urban, culture-loving, creative and innovative individuals. Characteristic for this target group is their sustainable lifestyle, their renunciation of the motto "higher, faster, further" and the critical attitude towards mass consumption. Their emphasis is on quality rather than quantity.



WHERE TO PURCHASE JUTEREISE

JuteReise can be purchased in drugstores, at airports, in bus and train stations, and in hotels. “JuteReise” can be extended as desired with a wide range of supplementary products in the online store on our website.

WE WISH YOU A JUTEREISE TO A PLASTIC-FREE FUTURE!