

ADITUS GmbH

THE #onematerial LANYARD

The most sustainable #onematerial lanyard



Background

When sourcing lanyards for the ADITUS 25-year anniversary party, we struggled to find a viable #onematerial solution, which our clients and major European organisers (Messe Munich, NürnbergMesse, RX Global, MCH Basel, The smarter E etc.) confirmed!



The Challenge

We've embraced the problem head-on with a craft challenge and came up with 3 prototypes. These were put to the test at the "Messecfachtagung July 2023" organised by Expo Event Swiss, FAMA Fachverband Messen und Ausstellungen e.V. and Messen Austria, further supported by Messe Basel and AUMA e.V.. With the meticulously feedback, we refined our pilot product to a final iteration. Subsequently, we conducted testing at Event Tech Live in November 2023 (5000 visitors), further validating the effectiveness and practicality of our sustainable #onematerial lanyard solution. Mission accomplished.

The Lanyard Material

Made from rPET, produced from plastic sourced from the PET recycling cycle and consisting of 100% previously used and processed PET. At the end of their lifecycle, lanyards are returned to the recycling loop and fully recycled.

Conclusion

Exhibitors will do much better selling digital sponsorship options (we do have some serious revenue streams available) - forget the lanyard sponsorship for good.

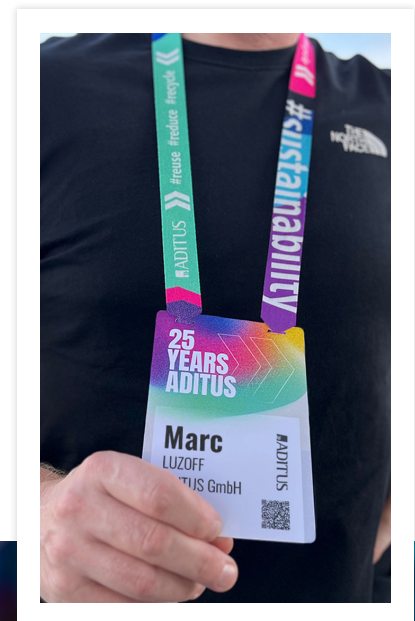
THE CONCEPT

#reduce #reuse #recycle

An innovation appearing so deceptively simple that it is hard to believe, that it took an #eventtech company to pioneer the first sustainable #one material lanyard in the industry.

Our first-ever sustainable #onematerial lanyard is meticulously crafted to address the pressing environmental concerns within our industry. Traditional lanyards, often overlooked as a simple accessory, pose a significant sustainability challenge. The issue lies in the mix of materials: a plastic strap, a different plastic clip for health and safety purposes, and a metal hook. - Nobody washes lanyards with metal hooks! - Nobody recycles mixed materials! - We have a recycling nightmare at our hands that ends up guaranteed on landfill – forever.

Why did we as a technology company invest in a sustainable lanyard development? Because we care deeply about the industry and its' sustainability. 55+ Million people across the world enter trade shows through our ADITUS registration annually. This means over 1 Million kilograms of lanyards waste every year!



» #reuse #reduce #recycle «

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1,800,000 kg of waste!!! This cannot be ignored.

With 100+ million visitors at European trade shows per year at 18g per conventional lanyard means 1.8 million kg of waste – dumped – causing more damage that we can actually imagine. Our innovative #onematerial lanyard represents a departure from the status quo, demonstrating that sustainable event accessories are not only possible but essential for the industry’s future, aligning with environmental responsibility. Our commitment to #onematerial minimises environmental impact, setting a new standard for responsible event accessories. Our #onematerial approach resonates with industry stakeholders, driving meaningful change towards sustainability.

We firmly believe that small changes can create a significant impact on our planet and industry and for now we created the perfect, coolest, most stylish lanyard according to our participants and finally a meaningful alternative marking indeed a milestone for the event industry.

In summary, the ADITUS #onematerial Lanyard represents a paradigm shift in event accessories. Through innovation, dedication, and a firm commitment to sustainability, we’re reshaping industry norms and inspiring positive change.



Proudly Supporting #onematerial



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