



Miranda Bike Parts has been reducing plastic dependency year over year; however, the company still relies on some plastic packaging (e.g. the film used to wrap around the pallets). Some other plastic packaging (e.g. blisters) are used within a closed circuit and can be reused. The aim is to entirely get rid of all plastic packaging in a near future and Miranda Bike Parts is studying ways how to do it.

The company mainly uses carton as well as cartons from the suppliers. For the carton packaging from the suppliers, the company bought a recycling machine / shredder that destroys the boxes into small carton stripes or flexible perforated filling material that can be reused as filler material - giving second life to the boxes.

Miranda Bike Parts has also been optimizing all packaging in an ecodesign-friendly way step by step. For example, the new aftermarket packaging is compact, 100% based on recycled paper and recyclable, from green forests (PEFC and FSC certified). In this way the end user can easily recycle since the packaging is made from just a single material. You can see pictures of one such crank box below.

On the B2B side, the company has been pursuing new alternatives with clients and suppliers, aligned with the goal to reduce the carbon footprint; and Miranda Bike Parts has more strategies in the pipeline to implement.



