

RIESE & MÜLLER

Presseinformation

Riese & Müller to transition to reusable packaging for E-Bikes and small components

Mühlthal, 10/08/2023: As one of the first manufacturers in the cycling industry, the premium manufacturer of E-Bikes and Cargo Bikes Riese & Müller plans to use reusable packaging to ship E-Bikes and small components in the future. The new, reusable packaging designs have been developed in recent months in cooperation with the German manufacturers circular logistics and rhinopaq and will be produced entirely in Germany. The reusable E-Bike packaging will initially be tested with selected dealers in September. In a first step, up to 60% of the E-Bike packaging and up to 70% of the packaging for shipping small components will be switched to reusable materials by early 2024. This will help Riese & Müller and its dealers to reduce their waste generation in retail by 905 tonnes of cardboard per year, which will make another major contribution to greater sustainability in the E-Bike sector.

Reusable packaging for E-Bikes

The BikeBox from circular logistics, which Riese & Müller helped to develop, is the reusable packaging for Riese & Müller E-Bikes. It is made entirely of polypropylene, a material that is highly durable, resilient, easy to recycle and can be reused up to 30 times. This saves around 80% of CO₂ compared to conventional packaging. The reusable BikeBoxes are the same size as the cardboard boxes used now. Once the E-Bikes are removed, the BikeBoxes are quick and easy to fold down so that they can be sent back via the usual transport routes. This reduces the accumulating volume of waste by 95%, which equates to around 880 tonnes of cardboard per year saved. The new packaging can be used on all European road freight routes, including in Switzerland. Riese & Müller is one of the first E-Bike manufacturers worldwide to establish this kind of reusable packaging system for its E-Bikes and to use the BikeBox in series.

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Changes to shipping small components

Reusable packaging will also be used when shipping small components in the future. The packaging is foldable, and dealers can return it in bundles. The new packaging is made of 60% recycled materials and can be reused up to 20 times. This will save 25 tonnes of cardboard per year. The reusable boxes will be fastened using a hook-and-loop design to eliminate the need for additional adhesive tape.

About Riese & Müller

Riese & Müller is a German premium manufacturer of E-Bikes, Cargo-Bikes and folding bikes. Founded in 1993 by Markus Riese and Heiko Müller, the owner-managed company now employs 900 people at its premises in Mühltal near Darmstadt and sells its products worldwide through an exclusive dealer network. Alongside the founder Heiko Müller, Dr Sandra Wolf operates as CEO with responsibility for the strategic orientation of Riese & Müller. Markus Riese is involved in the company both as a partner and Engineering Mentor. Riese & Müller is helping to shape the mobility of tomorrow with its pioneering products and as the specialist in Cargo Bikes and fast HS bikes. The company is synonymous with a sustainable lifestyle, user-focused product development and innovative E-Bike technologies. In addition to the ongoing evolution of its products, Riese & Müller's overall strategy includes taking responsibility for people and the environment. In its activities, the company is guided by its four pillars of responsibility: culture, ecology, social responsibility and economics.

Press contact:

Julia Werling, Team Lead Public Relations

presse@r-m.de

T. +49 (0)6151 / 36686-0

Riese & Müller GmbH

Am Alten Graben 2

64367 Mühltal

Germany