



Zentis NaturRein now with a twist-off closure made of CO₂ reduced tinplate

- Zentis uses twist-off closures made of CO₂ reduced rasselstein® tinplate for NaturRein fruit spreads.
- The Blueseal® twist-off closure by Pano Verschluss is more sustainable thanks to the use of tinplate made of bluemint® Steel and the PVC-free sealing ring.
- The use of rasselstein® tinplate made of bluemint® Steel can save up to 69 percent CO₂.

Zentis GmbH & Co. KG is now the first jam manufacturer to use rasselstein® tinplate made from CO₂ reduced bluemint® Steel for the twist-off closures of its NaturRein fruit spreads.

The concept of NaturRein fruit spreads is based entirely on the idea of sustainability – for the product itself and in the packaging. The twist-off closure produced by Pano Verschluss GmbH is PVC-free on the one hand and made of CO₂ reduced tinplate from thyssenkrupp Rasselstein on the other. bluemint® Steel is used in the production of this tinplate.

The product itself has a natural recipe that uses only three classic ingredients, without the addition of artificial flavors or preservatives. At the same time, NaturRein is the first climate-neutral certified Zentis product line.

Cooperation for more climate protection

“When it comes to climate protection, one factor is particularly important: smart cooperation at all levels,” says Oliver Böcker, General Manager Brand at Zentis. “The companies Pano and thyssenkrupp Rasselstein are strong and competent partners at our side. The cooperation is an essential step in terms of climate protection – and entirely in line with our ambitious sustainability strategy.”

“The use of rasselstein® tinplate made of bluemint® Steel can save up to 69 percent CO₂,” says Dr. Peter Biele, CEO of thyssenkrupp Rasselstein. “The real CO₂ savings can help customers and their customers achieve their Scope 3 goal. And all this without carbon offsetting; only by using alternative source materials in the steel production. In particular, this reduces the use of coal for the reduction process in the blast furnace.”

“The positive market response to this Zentis sustainability initiative is great,” says a delighted Thomas Stock, Managing Director of Pano Verschluss. “Produced from bluemint® tinplate, the PVC-free Blueseal® closure (easily recognizable thanks to the blue sealing ring) is a wonderful match for the Zentis product!”

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