

Ceramic ware: An ally of the circular economy

What is ceramic ware? Ceramic ware is conceived, designed and manufactured to serve three original purposes along its long life span, initially as packaging and later as kitchenware and tableware multiple times.



It is not only packaging; packaging is one of its three original purposes.

01 | Ceramic ware is the perfect fit for circular economy: after its long life span it becomes a high quality and valuable material that can be treated to become a new product.

The ceramic ware value chain **has the technology to treat ceramic ware waste and transform it into ceramic chamotte** that can be used again in the manufacturing of ceramic ware or used for other purposes such as roads, civil construction works, tennis courts or bricks.

Public authorities are currently working in the design and development of the most appropriate collection system for ceramic ware to make the most of its properties towards circular economy.

02 | Earthenware is inert and therefore non polluting. It does not pose any risks to air, soil or water, human nor animal health.

Cermer's products are **95% clay** and **5% heavy-metals free glaze**, making them inert.

03 | Cermer works with clays that are abundant in nature and are easily extracted from open-cast quarries that are turned in wetlands -natural CO2 sinks- or replenished

Clay extraction has a **minimal environmental impact** as it does not require a harmful mining process.



SUPPORTING DATA:

Over **95%** of European consumers **reuse ceramic packaging as kitchenware** and tableware after getting hold of it as packaging. This helps avoiding the generation of packaging waste and reduces overproduction.

Ceramic ware **only accounts for less than 0,013%** of packaging waste in Europe.

Ceramic ware **does not pollute oceans** or soils.

Ceramic ware is linked to high quality local food products. **85% of European consumers** are used to **ceramic food packaging**.



04 | Ceramic ware manufactured by Cermer is oven, microwave and freezer safe. From freezer to oven - It resists thermal shocks and can be washed multiple times without losing its properties.

05 | Ceramic ware manufactured by Cermer complies with the strictest health and safety European and US regulation in terms of food contact materials.

