

CASE STUDY

VYTAL Global



Company Name

VYTAL Global

Category

Smart reusable packaging platform / circular economy

Location

Germany

Website

<https://vytal.org>

VYTAL Global is a German circular economy company that provides smart reusable packaging solutions for takeaway food, delivery, events, campuses, stadiums, and hospitality businesses.

The company combines reusable containers with digital tracking, logistics, cleaning, reporting, and customer engagement tools. Its mission is to make reusable packaging the global standard by replacing single-use packaging with a system that is practical, scalable, and data-driven.

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How does this case align with StartDSP?

VYTAL reflects the Start-DSP vision by combining digital innovation, sustainability, and entrepreneurship in a highly practical business model. It shows how a purpose-led company can use technology to solve an environmental problem while also building a scalable and commercially viable business.

Digital:

VYTAL uses digital tracking and return systems, app-based and POS-integrated processes, and reusable packaging technology that allows for seamless operations, reporting, and customer interaction. Its technology-enabled model shows how digital tools can support circular economy implementation in real business environments.

Sustainable:

The company's core mission is to reduce single-use packaging waste and make reusables the standard. According to VYTAL, its containers can be reused up to 200 times, and after around 10 uses they already outperform disposable packaging environmentally. This makes the company highly relevant for sustainability, circularity, and responsible consumption discussions.

Profitable:

VYTAL demonstrates that a circular business model can also attract growth capital and international expansion opportunities. The company attracted significant growth funding to scale its technology platform and global growth, showing that sustainability-driven ventures can also become investment-ready and commercially attractive.

How does VYTAL create value through a digital reusable packaging system?



VYTAL creates value by combining circular packaging with digital infrastructure and service design. Instead of simply selling reusable containers, the company offers a broader system that makes reuse operationally easy for restaurants, caterers, event organisers, and large venues. This includes packaging products, return processes, logistics, cleaning, digital tracking, reporting, and customer engagement. In this sense, VYTAL is not only a product company, but a reusable packaging platform.

Digital process management and tracking

One of VYTAL's defining features is its digital return and tracking system. The company states that smart distribution and return processes, supported through app-based and POS-integrated tools, enable a 99.2% return rate. This is a strong example of how digitalisation can make circular systems more efficient and scalable. It also shows learners how digital tools can support transparency, measurable impact, and user convenience.






Circular economy and measurable sustainability

VYTAL is built around the idea that reusable packaging should be easy enough to become a standard practice rather than a niche sustainable option. The company highlights that its containers can be reused many times and become environmentally preferable after around 10 uses. This creates a strong teaching example of circular economy thinking, lifecycle impact, and sustainable operations. Rather than reducing harm only through messaging, VYTAL embeds sustainability into the physical design of the product and the surrounding service system.

Scalable business model and funding relevance

VYTAL demonstrates how an impact-oriented business can become commercially scalable. Official company communication presents VYTAL as active across multiple sectors and countries, while also highlighting strong partner growth and consumer reach. The 2025 funding round shows that investors can support circular and tech-enabled business models when they demonstrate measurable operational success and a clear path to expansion. This makes VYTAL especially useful when discussing funding readiness, digital scalability, and balancing environmental purpose with commercial growth.



After 10 uses, they are already more environmentally friendly than disposable packaging.

VYTAL consumer information



Challenges

Behaviour change and return discipline: Even with strong digital systems, reusable models still depend on customer and partner participation. Packaging must be returned, handled correctly, and integrated into daily routines. This means VYTAL must continuously make reuse convenient enough to compete with disposable alternatives.

Operational complexity at scale: Reuse systems are more complex than disposable packaging because they require logistics, cleaning, inventory control, and digital tracking. Scaling this across multiple countries, sectors, and partner types creates significant operational demands.

Opportunities

International growth: The 2025 funding round was explicitly linked to scaling the technology and expanding internationally, including strengthening the company's position in Europe and beyond. This suggests strong future growth potential for the reusable packaging model.

Data-driven circularity: Because VYTAL combines physical products with digital tracking, it is well positioned to generate valuable operational and sustainability data. This can strengthen reporting, improve system performance, and support ESG communication for customers and investors.

