

Conference notes Reuse Conference 6 October 2010

Reusable Beverage packaging in Europe: Preventing Waste, Increasing Efficiency **Jo Leinen, MEP**



Jo Leinen, MEP, Chairman of the European Parliament's Environment Committee, gave a compelling speech about the challenges in preventing waste.

He confirmed that packaging reuse schemes and initiatives have an important part to play in the creation of green jobs and the development of the green economy.

He opened the discussion on introducing targets for prevention and reuse in the European Packaging and Packaging Waste Directive. Emphasizing that the footprint of the 27 Member States in the EU is more than double its regenerative capacity and thus endangers the availability of natural resources, he added that waste prevention and the conservation of resources have never been more important and pressing political priorities. The EU needs radically to re-think its patterns of resource use over the next decades in order to ensure more sustainable growth and management of its resources.

One proposal is the introduction in the Packaging and Packaging Waste Directive, of targets for prevention and reuse as an extension of the existing recycling and recovery targets. In principle Mr Leinen would support the introduction of prevention and reuse targets as an important next step in moving up the waste hierarchy towards more sustainable waste management practice. Prevention and reuse targets at EU level would also act as an incentive to industry to develop more efficient waste processes.

And he assured the public that they will always find in the European Parliament's Environment Committee political support for initiatives and measures in the beverage packaging sector.



An analysis of Selected Reuse and Recycling Systems for Beverage Packaging, General Approach, Miriam Scherf, PricewaterhouseCoopers AG

Miriam Scherf presented the general approach and methodology behind a study of selected reuse and recycling systems for beverage packaging commissioned by Deutsche Umwelthilfe. The objective is to provide a comprehensive and comparative study that takes into account environmental, economic and social aspects.



The objectives of the study are to give an overview of the environmental, economic and social impacts of different beverage packaging take back and recycling systems from the filling, redemption recycling and disposal; to serve stakeholders from business, politics and society on the global level as an objective base for discussion. It wants to give an unbiased presentation of comparative parameters and their consequences, and the resulting options; and to evaluate the potential for incorporating those features into Germany's system and derive action plans. It supplies an unbiased description of the strengths and weaknesses of the individual systems.

The results of the study are mainly based on the analysis of primary and secondary literature. Moreover they conducted a primary research under inclusion of several participants of the German beverage industry. A detailed overview of all literature used is given in the reference list of the study.

The study will be published by the end of this year.

Demand for Measures to Strengthen Refillable Packaging Systems

❖ The Italian Case: Federico Sannella, Peroni



Frederico Sannella stated that the problem of waste is one of the environmental emergencies in Italy, not only in the South. Similarly the impact of plastics (especially as regards packaging and disposable food and beverage) is one of the most important voices of pollution. He presented numbers and information about their refillable bottle.

The Returnable Glass Project (VAR) intends to verify the effectiveness of environmental measures aimed at the adoption of reusable products.

The aim of the initiative is to stimulate the suppliers of goods and public traders to introduce new measures to the use of returnable containers, or strengthen those already in place.

A new approach is adopted that consists in not leaving the burden of finding solutions to institutions only, but, on the contrary, it involves primarily economic traders of all sectors.

As a matter of fact the project immediately involved representatives of all the beverage industry, from producers to single traders, not to mention consumers, represented by the most important Italian environmental association: Legambiente.

The formal discussion in the environment commission will start in October 2010.

❖ The French Case: Pascal Samson, FNB

France introduced a bill in 2010 (Law Grenelle II concerning the environment) that tries to obligate the use of reusable packaging for volumes > 0,5 l and reusable or recyclable packaging for volumes ≤ 0,5 l.

The advantages of the action are, for the wholesalers, strengthen their commercial position by favouring the re-use circuit that they master, as well in logistics as in service to the clients; for the Horeca clients, assure a segmentation of the market that permits to present packaging that is specifically different than those used in the supermarkets; and for the Government, settle at least partially the inflation of the waste in packaging.



❖ The Dutch Case: Jacques Boonekamp, Drankengroothandel Boonekamp



A small glass bottle is the most important packaging for the Horeca (= the sector of Hotels, Restaurants and Cafés-pubs). Moreover, this packaging is called the Horeca bottle. In 2007 there was a study that showed that the bottle represents quality, professionalism and hospitality. Consumers also have a positive opinion about the Horeca bottle.

With joint initiative of the wholesalers in beverages and the producers of softdrinks, the Horeca bottle is put on the menu and the campaign "Soda and water deserve a small bottle" started in 2008.

In 2009 45% of the catering industry uses the small bottle, and the target for the end of 2010 is 50%.

Refillable Systems Need Political Support: Different Concepts Increasing the Rates of Refillable Packaging, Prof. Dr. Gerhard Vogel, University of Vienna

The target of the Eco-Bonus-Model in Austria is raising the percentage of refillable packaging to previous levels in order to provide consumers with a fair choice regime which allows them to choose low-waste, climate-friendly and most of the time cheaper systems. It also establishes a new infrastructure for refillable packaging systems on the basis of existing systems, e.g. supply logistics, take-back logistics or financing of take-back scheme. Finally, it establishes legal incentives for refillable packaging systems.



The Eco-Bonus-Model wants to promote the sale of refillable beverage packaging by paying out a bonus for beverages sold in refillable packaging and levying a surcharge for one-way beverage packaging. Any surcharge surplus will be put to good use in source reduction and waste minimisation, in particular the removal of litter.

The administrative burden of a surcharge scheme depends on the type of reporting entities that are selected. The levying of a packaging surcharge by the retail/wholesale trade assures that the surcharge scheme takes full effect on the very level where replacement decisions are taken.

Guide to How the One-Way Oriented Beverage Industry Manipulates LCA Studies and Comes to the Wrong Conclusions, Jürgen Resch, German Environment Aid



In his presentation, Jürgen Resch showed how manufacturers of beverages in one-way bottles and cans actively aim for the in some Member States still remaining market share of products in reusable and environmentally friendly bottles. By industry influenced LCA studies and defining the assumptions, data and scope used in those studies the plastics industry and beverage can makers try to green-wash one-way PET bottles and cans. The problem with such industry-driven LCAs is that they are based on extremely one-sided and unrealistic figures leading to (in this case) misleadingly positive results for PET one-way bottles and cans. An LCA is in a way a black box and a calculating tool. If you enter correct, valid data and assumptions as well as the right scope and boundaries you end up with correct and useful results reflecting reality. If you, on the other hand, enter false and invalid data, misleading and outdated assumptions as well as deliberately selected products and systems you end up with false results and wrong conclusions, that don't reflect reality.

Using the recently published LCAs by the Plastics Packaging Industry Association and the Beverage Can makers Europe Jürgen Resch pointed out how LCAs easily can be manipulated using wrong assumptions, data and scope.

Based on the LCA on beverage cans for beer, BCME lobby communicated broadly to the general public that the beverage can would be on par with the environmentally friendly reusable glass bottle. On a DUH initiative, the beverage can lobby has – under penalty of an injunction – been forced to stop its misleading communication.

Using an example of beverage cartons, Jürgen Resch showed just how far from reality you can go using misleading wording and information in the promotion of a packaging system.

Rebuttal to LCAs in the Brewery Industry: The Truth about Circulation Ratios, Distribution Distances and Brand-owned Bottles

❖ Roland Demleitner, German Association of Small and Medium Size Breweries

In his presentation Mr. Demleitner explained that the structure of the German brewing industry is dominated by hundreds of small and independent breweries, mainly acting in regional areas. These traditionally hold on to the returnable bottle system because of its economic and environmental advantages.



Implementing the deposit and return system for one way packaging for mineral water, beer and soft drinks on January 1st 2003, the market share of returnable beer bottles in Germany increased substantially and got stable until now in a range of 82 up to 85%.

He concluded that the negative impacts of brand-owned bottles on the advantages of returnable bottle systems, are very low and that the economic and ecological advantages of returnable bottle systems could be even larger and higher if brand-owned bottles would disappear.

What remains is the important message that returnable bottles in the brewing industry are bringing greater economic, ecological and social-economic benefits compared to one-way packaging.

❖ Rainer Pott, Pott's Brewery



Mr. Pott gave a presentation about circulation ratios, using the example of his own company and their own "swing-top-bottle" (0,33 l returnable bottle).

From 2007 to 2010 Pott's Brewery filled 53.801.100 swing-top-bottles with their own products. In this period the brewery bought 1.812.000 new bottles to replace the loss of bottles which means 3.37 % of the used 53.801.100 bottles were replaced. In other words: during the period from 2007 to 2010 Pott's Brewery needed 33.7 new bottles for a ratio of thousand filled bottles.

Pott's Brewery is existentially dependent on the returnable bottle system! Assuming that Pott's Brewery should be forced to substitute their returnable swing-top-bottles with one way swing-stopper-bottles the product price for one bottle beer would rise from 50.4 cent up to 70.4 cent net or in other words 40% - with due regard to bottle cleaning costs and the costs for taking back the returnable bottles. Facing a scenario like this Pott's Brewery would surely become bankrupt. Therefore the future for Pott's Brewery means holding on to the returnable bottle system.

Panel Discussion: The Way Forward: Potential and Already Implemented Optimizations of Refillable Beverage Systems

❖ Ina Häsel, RheinfelsQuellen H. Hövelmann



Ms Häsel explained that RheinfelsQuellen was looking for countermeasures in the trend of the decreasing amount of refillable bottles, in particular glass bottles. The firm was looking for new ways to revitalise glass as a packaging material for premium mineral water. They gave an impulse in the glass segment and declared a belief in glass as a premium packaging material!

Their solution since September 2009: Rheinfels Urquell is an exclusive brand for glass! Subbrand Rheinfels Urquell in a brand-new individual crate! The development of the new crate was a high technical challenge. It is a display crate with a large window, with a middle handle that facilitates carrying, and better logistics. The new crate reaches new consumers who attach value to quality of glass packaging and revalues glass as a premium and high quality packaging material.

❖ Oliver Quast, Logipack

Logipack is an innovative and customer-oriented company in the beverage industry which offers convenient forms of packaging.



Logipack uses innovative and sustainable system components as platforms for different types of packaging in order to meet the standardization objectives in trade and industry and they also customize their offer to meet the customers' needs.

The "green area" of the Logipack Cycle (Green Reduction) focuses on sustainability and protection of the environment. This is achieved in the Logipack Cycle through protection of natural resources by the avoidance of unnecessary processes, reduction of waste and the exclusive use of recyclable materials; guaranteeing effective empty packaging – clearing processes; provision of empty packaging for industry which has been extensively sorted and is ready for production; optimization of transport, for instance by the use of mega liners or the production of crates; use of cardboard packages with FSC certificates in packing processes; and reduction of the Carbon Footprint in the supply chain of the companies involved.

❖ Thomas Hilche, Association of German Mineral Water Producers



The Association of German Mineral Water Producers unites all German mineral water companies in one of the world's largest reusable beverage packaging system. They develop and sell standardized reusable packaging.

The Association is going to launch a new Bottle Crate – for 12 x 0.7 L Glass Bottles – where individual labelling is optional.

The crate will go into production in October 2010 and the market launch of the first bottles is foreseen in spring 2011.

The advantages of this new packaging are a shorter rotation time, less losses, less number of packages, higher efficiency. For trade and consumers, there will be a higher acceptance and faster market penetration.

❖ **Stefan De Clercq, Spadel**

Spadel was the winner of the 1st European Refillable Award 2008 for their glass bottles 25 cl.

Spadel continues to invest in logistics and bottling facilities for returnable glass (13 million € in 2009/2010). This is a huge investment in a decreasing market as signal that they believe in this important segment. As Belgian water n°1 in Belgium they continue to listen to their clients to constantly improve their propositions: proximity with the client is important.



In 2010 they started a new production line of glass bottles Spa Monopole (13 million €). This bottling unit is the biggest of Belgium. This new production line is also responsible for industrial & ecological improvements.

2nd European Refillable Award

At the ReUse Conference the 2nd European Refillable Award for innovative and pre-eminent performance promoting or further improving eco-friendly reusable systems was awarded. The two winners: RheinfelsQuellen H. Hövelmann GmbH and Fusari SRL.



RheinfelsQuellen is a German beverage producer. The company was awarded for the new design and the market launch of an improved crate for reusable mineral water bottles. Since September 2009 RheinfelsQuelle is selling its premium mineral water branded Rheinfels Urquell in a new generation reusable crate. Rheinfels' reusable crate is designed for packaging 12 exemplars of the 0,7 Litre reusable glass "pearl-bottles", which is very popular in Germany. The dark blue crate is surrounded by "In mould-Labels" of Rheinfels' corporate design. Especially the original integration of some water effects makes the new crate an eye-catcher. Big openings on each surface of the crate allow the consumer to see the stylish bottles as well as their contents at a glance. Besides the appealing design Rheinfels' crate has practical advantages like its middle grip that improves sensibly the carrying convenience. Rheinfels' reusable crate is unique, a natural eye-catcher and stimulates the demand for reusable products at the point of sale.

Fusari SRL won the award for introducing a refillable system for beverages in Italy.

"Back to the past to guarantee the future": this is the motto of Fusari in Nave, close to Brescia, in the line with its efforts to develop an efficient "reuse system". The initiative is called "Io amo il futuro" ("I love the future") because this reflects the aims it pursues.

Giuliano Fusari, owner of the homonym company, reveals us that the system was inspired not only by what has been carried out in the past years (before plastic), but also by the other European systems (above all Germany) where the reuse method has been won both for the environment and for the health.

Fusari has invested not only in the practical realization of this project but also in the communication of the project. This project wants to sensitize especially the young public awareness of the eco-sustainable productive and trade policy, in fact the Fusari company has handed out a lot of brochures to the schools and the families of the Brescia region.



Congratulations to both winners!

Keynote speech delivered at the conference Reusable Beverage packaging in Europe: Preventing Waste, Increasing Efficiency in Brussels, Radisson SAS EU Hotel, on 6 October 2010.

Jo Leinen, MEP

Ladies and Gentlemen,

It is a great pleasure to address this 3rd European ReUse Conference on Reusable Beverage Packaging in Europe. As Chairman of the European Parliament's Environment Committee, I know I speak on behalf of many Members when I say that we value the efforts of NGOs and industry to work together to promote more sustainable packaging waste systems. I recognise in particular the endeavours of Deutsche Umwelthilfe, CEGROBB and S.I.B in the area of beverage packaging and notably with the organisation of this 3rd ReUse Conference.

Waste prevention and the conservation of resources have never been more important and pressing political priorities. It is now widely acknowledged that the footprint of the EU's 27 Member States is more than double its regenerative capacity thus endangering the availability of natural resources. The EU aims to address this in particular through its Flagship Initiative on a "Resource Efficient Europe". This is a key component of the EU 2020 Strategy which has as its high-level aim the decoupling of the EU's economic growth from resource and energy use and the move towards a resource efficient and low carbon economy. It also aims to harness "Sustainable Materials Management" which, in the waste management context, places an emphasis on the re-usability of products.

Our challenge therefore will be to ensure that the EU's waste legislation and policies are fit to deliver on these high level political ambitions.

The European Parliament's Environment Committee strongly supports the EU's waste hierarchy now laid down in binding form in the Waste Framework Directive . This requires the prioritisation of waste prevention in national waste management legislation. Where prevention is not possible in relation to specific waste streams, re-use is established as the logical next step in securing the best overall environmental outcome.

This approach is reflected in the objectives of the specific legislation most relevant to the waste stream which is the subject of today's Conference. The Packaging and Packaging Waste Directive also places the prevention of the production of packaging waste at the summit of its hierarchy.



There then follows as additional fundamental principles the reuse of packaging, recycling and other forms of recovery, so as to reduce the final disposal of such waste. The Directive also specifically provides for Member States to promote environmentally sound reuse systems of packaging.

I would endorse the philosophy enunciated in the Directive, that reuse be considered preferable in terms of environmental impact and that Member States be encouraged to develop reuse packaging systems in order to take advantage of the contribution of such systems to environmental protection.

As I am sure this audience is only too well aware, the Directive poses significant challenges when it comes to balancing, on the one hand, the pursuit of the environmental aims which underpin EU waste management legislation and, on the other, the need to secure a properly functioning internal market in the Union.

I remain confident however, about the potential for developing packaging reuse systems which contribute significantly to environmental goals without distorting the market in the relevant products. In the beverage packaging sector in particular, it is clear that schemes involving reuse of refillable bottles have a critical role to play. This is particularly the case if we consider that consumer beverage packaging accounts for at least 20% of total packaging by weight in the EU. And in addition to their concrete contribution to environmental protection objectives and the conservation of resources, packaging reuse schemes and initiatives have an important part to play in the creation of green jobs and the development of the green economy.

It is therefore with great interest that I note that the Conference will examine the state of play regarding the development of refillable packaging systems across the Member States. Within the current framework, exchange of practice and experience among Member States is crucial in ensuring the creation and development of effective reuse packaging systems.

This of course leads to the question of what further measures might be necessary at European level to strengthen the practical application of the waste hierarchy in the beverage packaging sector. One proposal is the introduction in the Packaging and Packaging Waste Directive, of targets for prevention and reuse as an extension of the existing recycling and recovery targets.

In principle I would support the introduction of prevention and reuse targets as an important next step in "moving up the waste hierarchy" towards more sustainable waste management practice. Prevention and reuse targets at EU level would also I believe act as an incentive to industry to develop more efficient waste processes and, by reducing inconsistencies in national approaches, in addition might resolve the problems associated with distortions in the internal market.

Of course careful consideration would have to be given to the workability and feasibility of any such proposals. And there are many other tools - for example green procurement and the eco-design of products - which must be exploited in order to achieve more sustainable waste management. The Commission is presented with the ideal opportunity to consider all of these issues as a whole in its current review of the Thematic Strategy on Waste Prevention and Recycling. We therefore look forward to important debates on these questions in the coming months.

It seems that the absence of specific re-use targets in the Packaging and Packaging Waste Directive has not hindered some innovative approaches in Member States. It is therefore welcome to see that this Conference is dedicating a session to some best practice examples from the industry and of course to the Presentation of the 2nd Refillable Award. This can only lead to greater enlightenment and understanding of the factors which make for successful beverage packaging re-use systems and in particular for deposit refund systems. Important but not alone among these I imagine will include sufficient political will and support at both local and regional level, and consumer information and participation through proper labelling and public dissemination of information.

A final key challenge is also presented by the complex interaction of re-use measures in the refillable sector and in parallel recycling and recovery practice for non-refillable beverage packaging. I am aware of the interesting and sometimes robust debates about the merits of different practices and the use of Life Cycle Assessment in the evaluation of packaging waste processes. This Conference is fortunate to have present today experts in this field who can facilitate in-depth discussion and consideration of these questions.

I would like to finish by emphasizing the overarching political priorities. It is my view that the EU needs radically to re-think its patterns of resource use over the next decades in order to ensure more sustainable growth and management of its resources. For this reason, I endorse the emphasis in the EU 2020 Strategy on resource efficiency and I believe that EU waste management and policy must play its part in the delivery of these ambitious aims.

And you can be assured that you will always find in the European Parliament's Environment Committee political support for initiatives and measures in the beverage packaging sector which aim to contribute to these goals. I would use this occasion to commend the work that has so far, and continues to be undertaken by the organisations present here in the prevention of waste and development of re-use packaging systems in this sector.

Thank you for the opportunity to address you this morning and I wish you a successful Conference.



PRESS RELEASE

Reusable Packaging in Europe: Waste Reduction and Resource Efficiency

Reusable packaging as a chance for waste prevention and increased resource efficiency in the EU: Participants of the 3rd ReUse Conference in Brussels demand more commitment for reusable packaging systems – Jo Leinen, Chairman of the European Parliament’s Committee on the Environment opens discussion on targets for prevention and reuse in the European Packaging and Packaging Waste Directive – Second European Refillable Award goes to RheinfelsQuellen GmbH and Fusari SRL

Brussels/Berlin, 7th of October 2010: The participants of the 3rd European ReUse Conference in Brussels ask for stronger commitment for reusable beverage packaging from EU Member States. The ambitious implementation of the five step waste hierarchy and the promotion of reusable systems are supporting pillars for the aspired transition into a resource efficient recycling society. The European Federation of Associations of Beer and Beverages Wholesalers (CEGROBB), the Association of Small and Independent Breweries in Europe (S.I.B.) and the German Environmental Aid (DUH) organized the European ReUse Conference on Wednesday for the third time.

The European Waste Framework Directive gives clear priority for waste prevention as the first step of the waste hierarchy, before recycling or other types of waste recovery. The transposition of the Directive until December 2010 offers Member States an exceptional possibility to promote reusable packaging as one way to reach the priority objective of waste prevention. *"Systems for refillable bottles stand for an intelligent use of resources, for climate protection as well as for regional products and economically strong regions. Through their frequent refilling, reusable bottles are conserving valuable resources and contribute to reaching of the European targets for reduced climate gases' emissions"* said CEGROBB President Philip Schraven. He concluded that several new initiatives improving refillable systems have been initiated by individual reuse-oriented beverage producers since the first ReUse Conference in 2007 but called for political and legislative support in order to promote refillable bottles on a European level.

Jo Leinen MEP, Chairman of the European Parliament’s Environment Committee, confirmed that packaging reuse schemes and initiatives have an important part to play in the creation of green jobs and the development of the green economy. In his keynote speech at the ReUse Conference he opened the discussion on introducing targets for prevention and reuse in the European Packaging and Packaging Waste Directive.

Emphasising that the footprint of the 27 Member States in the EU is more than double its regenerative capacity and thus endangers the availability of natural resources, he added that *"Waste prevention and the conservation of resources have never been more important and pressing political priorities. The EU needs radically to re-think its patterns of resource use over the next decades in order to ensure more sustainable growth and management of its resources"*.

The CO₂ emissions caused by packaging waste are only to be reduced by a shift from a throwaway society to regional driven reuse cycles. The majority of the beverages in refillable bottles are sold close to where they were produced. Reusable systems therefore contribute to securing regional jobs on a long-term-basis. *"Reusable packaging is a sensible way to use resources and to support local products and economic structures. Strengthening and introducing new reuse systems in EU Member States would not only contribute to the environmental protection objectives, but also acknowledge of the medium-sized businesses in the beverage sector"*, explained Roland Demleitner, Managing Director of S.I.B. Alone in Germany, such businesses are accountable for round 170.000 jobs, that cannot be exported.

However, the organizers of the ReUse Conference pointed out, that manufacturers of beverages in one-way bottles and cans actively aim for the in some Member States still remaining market share of products in reusable and environmentally friendly bottles. *"In order to reach the goal of market domination the one-way industry needs arguments. So it buys them. Namely in the form of life cycle assessments based on extreme one-sided and unrealistic figures leading to misleadingly positive results for PET one-way bottles and cans"*, Jürgen Resch, DUH Managing Director, explained. The plastics industry as well as the Beverage Can Makers Europe (BCME) have commissioned LCAs to the German IFEU Institute, feeding the contractor with their own figures, requests and assumptions. *"An LCA is like a black box: if you enter false and invalid data and misleading assumptions into the calculations, you end up with the wrong results. And this is what happened with the LCAs recently published by the plastics and beverage can industry"*, so Resch. Based on the LCA on beverage cans for beer, BCME lobby communicated broadly to the general public that the beverage can would be on par with the environmentally friendly reusable glass bottle. On a DUH initiative, the beverage can lobby has – under penalty of an injunction – been forced to stop its misleading communication. *"By signing an agreement, not to call the beverage can environmentally on par with the refillable glass bottle in the future, BCME practically confirmed over the last months having misled consumers and attempting to find eco-friendliness where there was none"*, Jürgen Resch closed.

At the ReUse Conference the European Refillable Award for innovative and pre-eminent performance promoting or further improving eco-friendly reusable systems was awarded for the second time. The first of this year winners was RheinfelsQuellen H. Hövelmann GmbH, a German beverage producer. The company was awarded for the new design and the market launch of an improved crate for reusable mineral water bottles. Besides improved logistic, the new crate improves the carrying convenience using a middle grip and serves as a natural eye-catcher stimulating the demand for reusable products at the point of sale. The second winner of the European Refillable Award 2010 was Fusari SRL for introducing a refillable system for beverages in Italy. The Fusari motto for developing an efficient reuse system is *"Back to the past to guarantee the future"*. In line with the initiative *"I love the future"* Fusari has not only invested in the practical realization of a reuse system, but also in the communication of its ecological advantages raising the awareness public of the eco-sustainable products especially in the young public.

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