MISSION

VISION

Runden Group

PURPOSE

PURPOSE

Every year, enormous amounts of packaging waste are generated worldwide — from single-use plastics to paper and cardboard.

Valuable resources are consumed, products are used only once and then discarded. This throwaway logic burdens ecosystems and endangers the health of people and animals.

Our purpose: Circularity instead of waste. Reuse instead of mountains of trash.

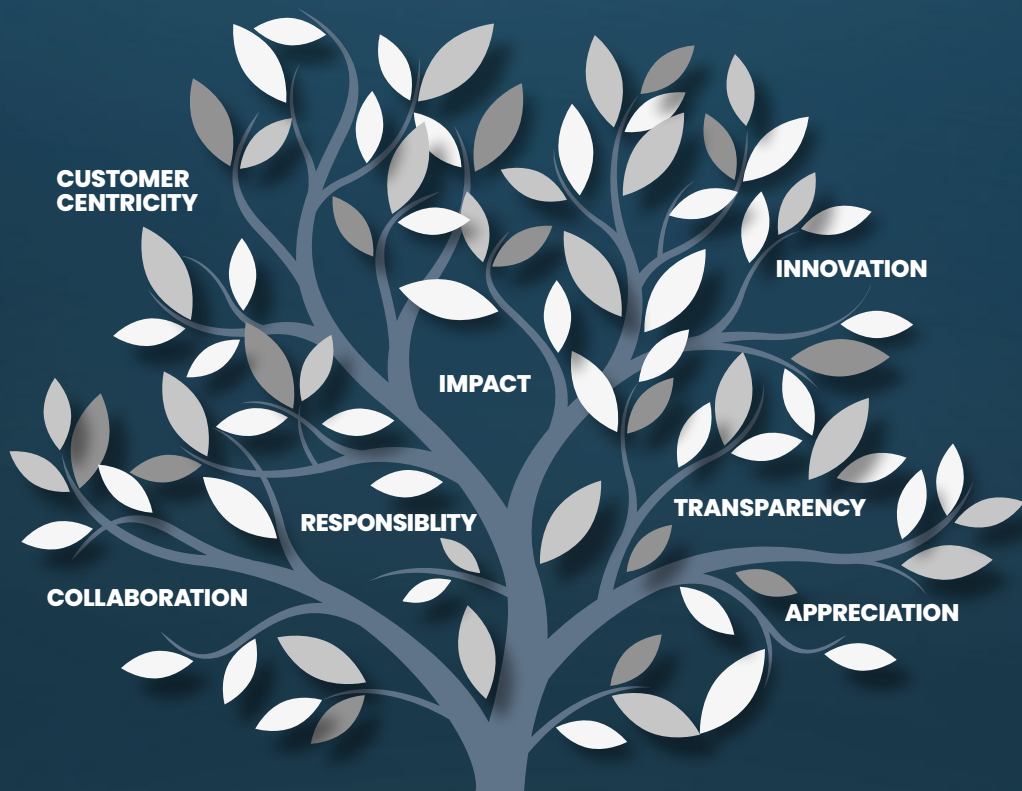**Reusables instead of single use.**

VISION

A world in which resources remain in the loop and reuse is second nature.

MISSION

We drive the transformation from a throw-away society to a reuse society by developing solutions that conserve resources, reduce waste, and create economic value. As a reliable partner for industry, retail, and society, we generate economic and ecological benefits through circular concepts.

CUSTOMER
CENTRICITY

INNOVATION

IMPACT

RESPONSIBLITY

TRANSPARENCY

COLLABORATION

APPRECIATION

CUSTOMER CENTRICITY

We put our customers at the center of everything we do, meet them as partners in transformation, and jointly advance circular solutions.

IMPACT

We don't just want to act — we want to make a difference, with clear priorities, a solution-oriented mindset, and measurable results.

RESPON SIBILITY

We take responsibility for our decisions and always act with economic, ecological, and social considerations in mind.

COLLAB ORATION

Real and lasting change emerges when we act together — through everyday collaboration within our workforce and through strong partnerships externally.

INNO VATION

For us, innovation means replacing linear systems with true circularity.

We develop scalable solutions that conserve resources while creating economic advantages — more efficient and more cost-effective than traditional models.

TRANS PARENCY

We democratize knowledge, address challenges openly, and empower people to make informed and responsible decisions.

APPRE CIATION

We believe that the value of people and resources must be nurtured and preserved equally — we respect the finiteness of natural resources and support the people who drive transformation forward with us.

Runden Group

Runden
Group

WBG POOLING   LHM POOLING   TRULY REUSE   Rube trans   PLAN WORKS   ecobyte   RPL   BIOHOF LOSSE