

# VisPO

Volunteering  
Initiative for a  
Sustainable PO



## Good practices in Hungary

### 4/2018

**Title:** Cloths made of PET bottles  
**Owner:** Tchibo  
**Start date:** 2018  
**Contact:** <http://www.depo-z.hu/hu/>

#### Description:

When Max Herz founded Tchibo in 1949, he did not even suspect that his business as a coffee parcel service grew to become an international corporation within half a century. Today, Tchibo is a welcomed guest of millions of European households, making her homes more pleasant and stylish. Nowadays, Tchibo is not only the fresh, high quality coffee, but also many other things. Over the years, Tchibo has continuously expanded its product range and sales channels, so today it has strong brands in many countries and offers a broad range of products to consumers in high quality.

Since 2007, Tchibo has introduced its unique and highly successful retail model in Europe, which means that it offers a range of high quality coffee, coffee and high-quality products based on renewable themes in a business. Within a given subject, it offers not only articles of use, but also high quality technical products, sports equipment, fashion accessories, accessories or even jewels.

In 2018, the company announced its intention to support consciousness and sustainability. In the frame of this concept, their new sports collection feature sustainable clothes made of recycled fishing nets and PET bottles.