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# Green

A market study done right

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# Ethical Egoism

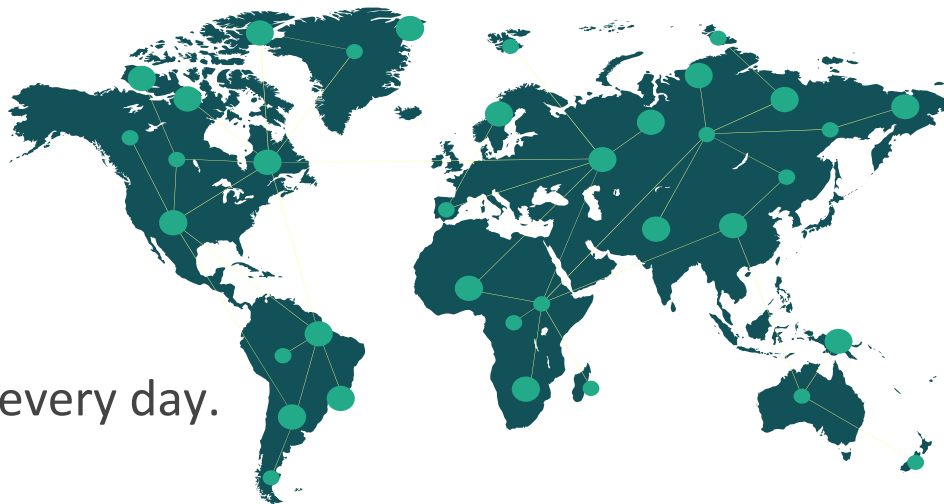
I tell stories...



# This is **Dispotech.ch**



- ✓ + 70 employees.
- ✓ + 9.000 mq production site.
- ✓ + 40 different countries.
- ✓ + 800.000 disposable products every day.
- ✓ + 22 millions Ice packs in 2022





# EASY ICE

## what?

- ✓ squeezing
- ✓ instant cooling process (-4° C)
- ✓ cryotherapy
- ✓ exclusively patented

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# A story in 3 clues

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3 clue's for a green market study done right

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# Market Research:



## STOP ASSUMPTIONS

We start from brand new French Market data, not “just” research.



## FIRST COMPETITOR

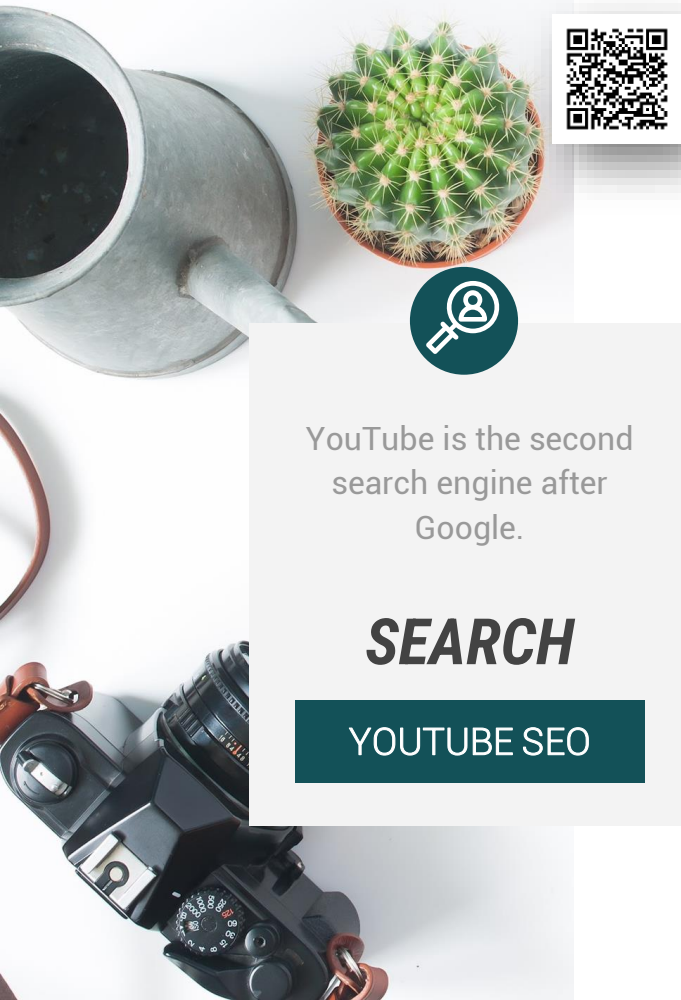
The frozen peas emerge as the first choice after trauma, along with medication.



## ONE BIG GREEN ISSUE

Instant ice packs are disposable products with few readily apparent eco-friendly features.





## STEP 2: VIDEO STRATEGY



YouTube is the second search engine after Google.

**SEARCH**

YOUTUBE SEO



Approximately 37% of all mobile data traffic in the world visits YouTube

**MOBILE**

TOP CHANNEL



Hero, Hub, and Help: storytelling, loyalty, and supporting people's choices service

**3H**

STRATEGY FIRST

## DISPO ICE: anathomy



## STEP 3: GREEN?



non-woven fabric  
or polyethylene

cryotherapy formula (liquid)  
patented by DispoTech

Medical Device Class IIa



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STEP 3: GREEN? 



**58.727 kg/year**

waste laminated paper

**14.000 kg/year**

internal liquid freezes after activation for testing

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## (3) BONUS

Circular  
Economy  
Fund

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“Quality is never an accident.  
It is always the result of  
intelligent effort.”

— John Ruskin



# Thanks!

Does anyone have any questions?

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