

Albéa's Recyclable Oral Care Tubes

Type

We decided that this is a product because it is a tangible item used for packaging of toothpaste. The focus of this product is on recyclability and sustainability.

Servitization

To transform this product into a service, we can offer consultation on sustainability where Albéa works with brands to assess their current packaging and suggest improvements or transitions to make them more sustainable, like their recyclable tubes. This could include lifecycle analysis, cost-benefit assessments, and sustainable solutions.

We believe the main service offering is care, which aims to provide expert's guidance and support and address the sustainability's challenges the customer is facing.