

Initiatives  
to zero waste  
in the Balearic  
Islands

# Circular ideas, round results

Rezero

**CAS  
XIFONER**  
Producte de Menorca

“  
Our client  
only pays  
for the  
liquid  
”



## Cas Xifoner

**Menorca**  
**Drinks**  
**Local production**  
**Returnable packaging**

In Ferreries, is the last of Menorca's siphon company. This family business with over 50 years of history is transitioning from the 2nd to the 3rd generation. It produces and distributes siphons, sodas, pineapples but especially lemonades, an essential ally for summer celebrations. The production ranges between 75 and 100 thousand liters of soft drinks a year which are distributed throughout Menorca and a small part in Mallorca.

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#casxifoner



## Cas Xifoner

**Xavier Pons**  
Director

### 1. What values do you start from?

We have always bottled in returnable glass. Since the end of the 19th century, about 30 siphon producers have been documented in Menorca. Nowadays, we're the only ones in the trade.

### 2. What actions have you taken to achieve these values?

Our client only pays for the liquid. The packaging is charged on the first order, from that point on the empty containers are replaced by new full boxes. In this way we avoid much unnecessary waste.

We have containers that have been in use for maybe 10 years and still pass all the sanitary controls.

### 3. What does it mean to apply these actions, what is the return?

Our customer is a lifelong customer, especially local shops that promote local products. We do not work with big supermarkets, they prefer plastic to glass.

However, we have recently noticed an increased interest in returnable packaging. People remember doing it as young people. Many customers come to the factory and buy directly. It's a different experience than going to a supermarket. Especially people who come from the peninsula, appreciate this type of product.

### 4. How do you imagine the future?

I want to believe that this practice will increase. To begin with, the administration has eliminated disposable plastics, as is being done in Europe, so there will be no choice but to make the returnable packaging more widespread.

Fundació prevenció  
residus i consum

**Rezero**

**Rezero** is a non-profit foundation that yearns for a society that values the resources provided by natural systems and integrates all materials into cyclical processes, without toxic materials, or products that are left unused. This campaign aims to make visible the Balearic initiatives and companies that carry out inspiring actions and references in the prevention of waste and responsible consumption, be it from ecodesign, local and ecological production, repair, reuse, recycling, management prevention of waste or any other activity that allows progress towards a circular economic model based on zero waste.

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