



## THE BETTER WAY OF COLORING

### EASY AND PRECISE

- › Fast, clean and accurate mixing for absolutely consistent color results, from the first to the last application.

### GOOD VALUE FOR MONEY

- › Color savings through exact dosing: Mix even the smallest color quantities.
- › No oxidative waste, due to automatically resealing airtight cans.
- › Long shelf life, the end of binning partially used color tubes.
- › Clear price advantage compared to tubes.<sup>2</sup>

### UNIQUELY PROFESSIONAL

- › Usage in front of clients, underlines stylists' professionalism and clearly sets them apart from others.
- › Strong differentiation from any other color brand.

# GOLDWELL DEPOT CAN SYSTEM

## EASY. PRECISE. ECONOMICAL.

The Goldwell Depot Can System offers the best in professional application.

Stylists love it<sup>1</sup> for its unique combination of easier handling and more precise and economical dispensing.

8 out of 10 stylists say they would not change from cans anymore.<sup>1</sup>



## DID YOU KNOW? THE ENVIRONMENTAL ASPECT

### AS GOOD AS OR BETTER THAN TUBES

- › Comparable carbon footprint and water consumption per application.<sup>3</sup>
- › 50% less residual product waste.<sup>4</sup>
- › Environmentally friendly transport through 27% better utilization of shipping units.<sup>5</sup>

### SUSTAINABILITY FACTS

- › Uses the carbon-neutral, natural propellant nitrogen.
- › Made of Aluminium (Al), a perfect material: Protects the color base from oxidation, 95% recycling rate<sup>6</sup> at just 5% of the energy of producing new Al.<sup>7</sup>
- › Full recyclability of the can (recycling rates: 65% total can<sup>6</sup>, 95% Al<sup>6</sup>).

- › Improvement of the carbon footprint by moving the Al can production from the USA to Germany in 2018, reducing CO<sub>2</sub> emissions from transport to the filling site in Germany<sup>8</sup> by over 80% (120 t per year<sup>9</sup>); plus 11% Al-savings through new can design (24 t per year<sup>10</sup>).

1: QT study (2012: USA, Ger.): 82% satisfied or highly satisfied 2: 22% advantage per ml vs Topchic 7N tube (Ger., price list 1/2019) 3: Product life-cycle comparison (LCA) with Topchic 7N tube on the basis of Kao LCA calculation system: CO<sub>2</sub> emissions [kg/use]: can 0.2997/tube 0.2761; water consumption [kg/use]: can 17.759/tube 17.320 4: "Like for like comparison": 1 can: 250 g vs 4 tubes: 4 x 60 g = 240 g 5: Based on transport on Euro pallet 6: In countries with recycling system, numbers provided by Duales System Deutschland (DSD) 2019 7: Source: Gesamtverband der Aluminiumindustrie e. V. 8: Main Kao Salon manufacturing site, Darmstadt 9: CO<sub>2</sub> emissions per year due to can transport from supplier to Kao manufacturing site (basis: Topchic cans produced in 2018); new supplier 18 t vs previous supplier 138 t → annual savings 120 t 10: Al content per can: new supplier 47.9 g vs previous supplier 53.6 g → savings 5.7 g (11%); annual savings 2018 based on 4,243,836 Topchic cans produced

