

QUALITY AND CLIMATE PROTECTION: A EUROPEAN AGENDA

In line with the ambitions of the EU Green Deal, W.AG is aiming to use 30 % recycled material in production by 2030. The focus is on sourcing materials primarily from the European Union. This not only promotes regional markets, but also contributes significantly to reducing the carbon footprint.

Thanks to the principle of the circular economy, which emphasises the maximum use of products and raw materials, the use of recycled materials enables a significant reduction in emissions: for every tonne of recycled material, emissions are reduced by 1.2–1.4 tonnes of CO₂ compared to producing the same amount of plastics from virgin materials.

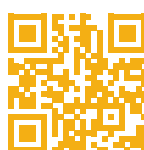
Carbon footprint for feedstock

MORE THAN
81%
LESS

CO₂ -
Emissions



*Calculated with Ecocockpit



Learn more?
www.wag.de/en/



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CIRCLELINE



STRONG ON SUSTAINABILITY

INNOVATION MEETS RESPONSIBILITY



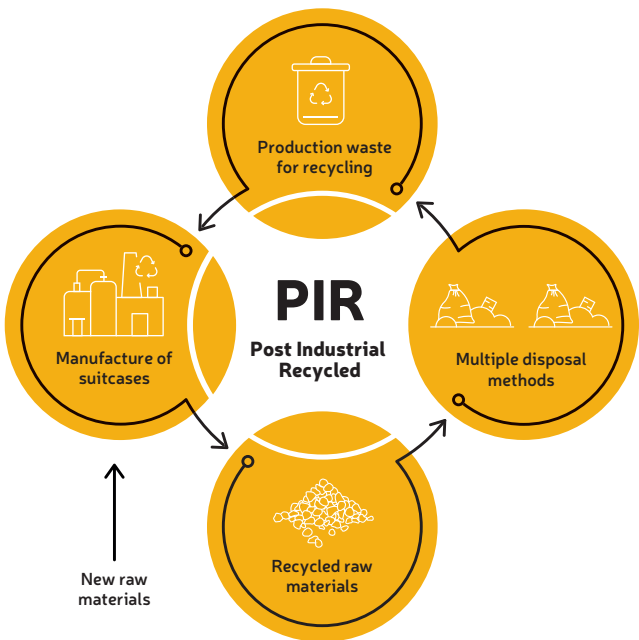
CIRCLELINE

INNOVATION MEETS SUSTAINABILITY: ANSWERING THE PRODUCTION NEEDS OF TOMORROW

At a time when sustainability is steadily gaining importance, W.AG keeps pace with the introduction of CIRCLELINE. For us, sustainability means conserving fossil resources by focusing on the circular economy and integrating recyclate from our supplier WIS Kunststoffe GmbH into our products. This product line is not only a response to current environmental challenges, but also a clear sign of commitment to preserve the planet for future generations.

Materials that set the standard

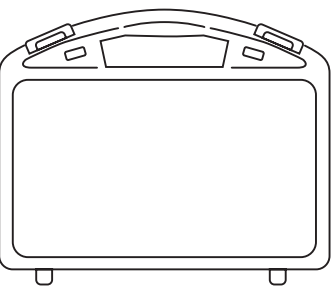
Thanks to the innovative combination of plastic and sustainability, CIRCLELINE relies on recycled material, which transforms production-waste into future resources. In addition, the development of a CIRCLELINE foam ensures 30 % less usage of conventional polyethylene. The use of recyclate can lead to small, visible additions, which, for us, are a symbol of sustainability and embody our commitment to it. Furthermore, the recycled plastic measures up close to the high quality and performance standards of virgin materials.



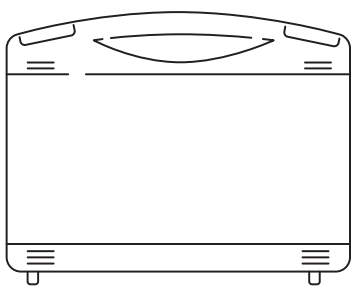
CIRCLELINE is more than just a product line – it is a statement and a promise for the future that W.AG offers its customers and the environment.

From vision to reality: mission accomplished

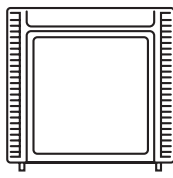
CIRCLELINE from W.AG impresses with its versatility: it includes a selection of up to 100 different suitcase sizes in all its case series. The robust and timeless shade of black featured in this line makes a distinctive statement.



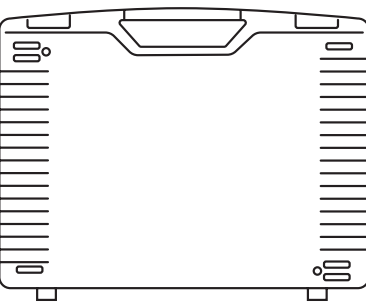
TWIST



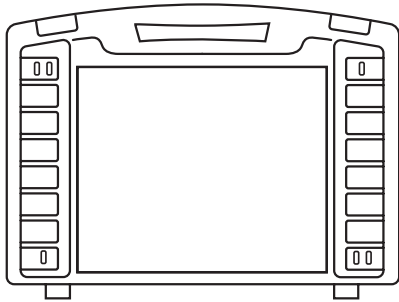
TEKNO



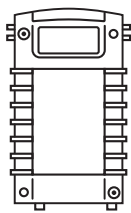
SWING



JAZZ



HEAVY



BEAT

With the introduction of CIRCLELINE, W.AG has not only set its eyes firmly on a future of circular economy, but is already setting standards in being responsible without compromising on design and quality.



CIRCLELINE

- Careful selection of suppliers
- Quality assurance through continuous tests
- Plain case 100% able to be recycled
- Free from SVHC (>0,1%)
- Made in Germany