



PONERA

Turning Waste in Freight
Logistics into Intelligent Assets.





A Team With Big Ambitions



Matthew Reali
Chief Executive
Officer



Christian Rüegg
Sales & SOP
Specialist



Brian Michitti
Head of Sales & Busi-
ness Development



Dinah Schönholzer
Design & Marketing



Andrea Novello
Key Account Manager &
Sales Acquisition



Hiroyuki Okuyama
Digital Development

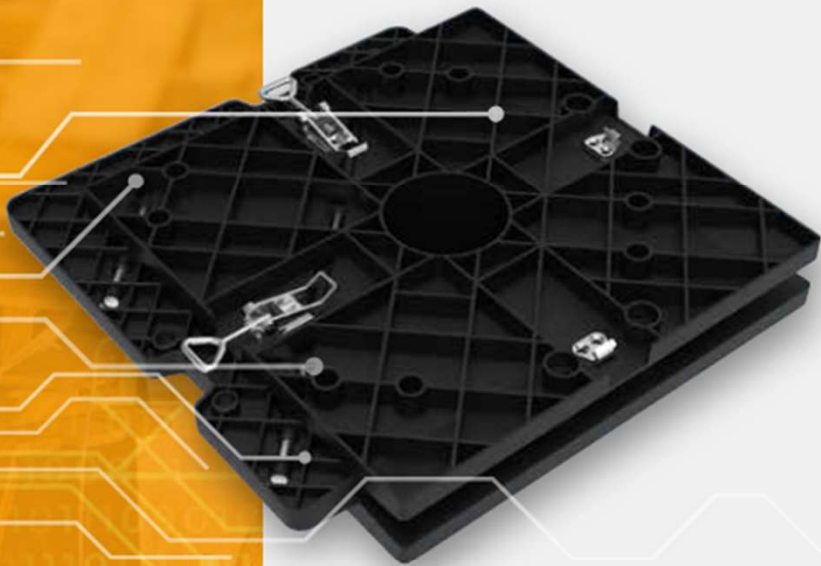


Andreu Ortega
Junior Digital Develop-
ment Coordinator



Ana Sofia Trigo
Junior Sales and Marke-
ting





Mission

Losing Millions in Industrial Packaging Every Day



CHF 17 B



80%

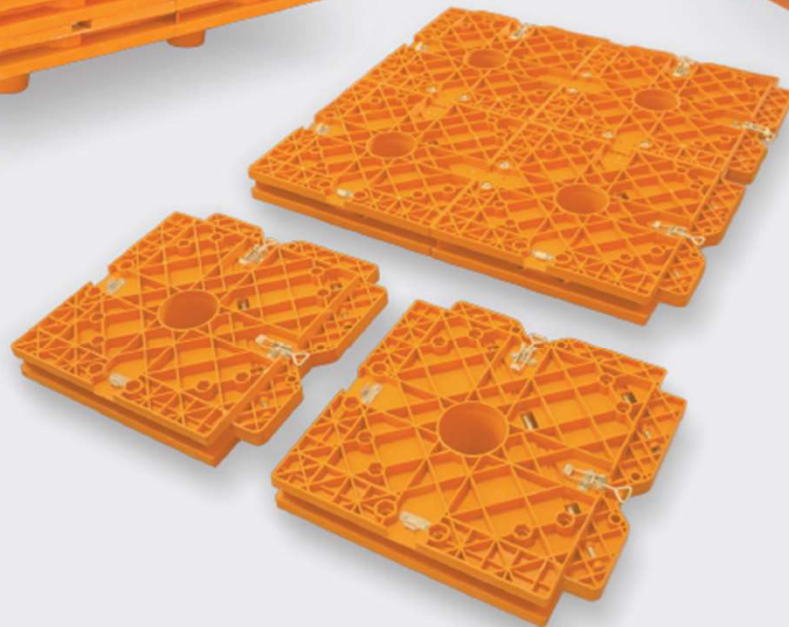


<1%



**Responsible for 30% of
Global Wood Consumption!**

Ponera Solution Reusable Modular Industrial Packaging



Ponera Solution Reusable Modular Industrial Packaging



> 15 Tons

Huge Reduction in Environmental Footprint



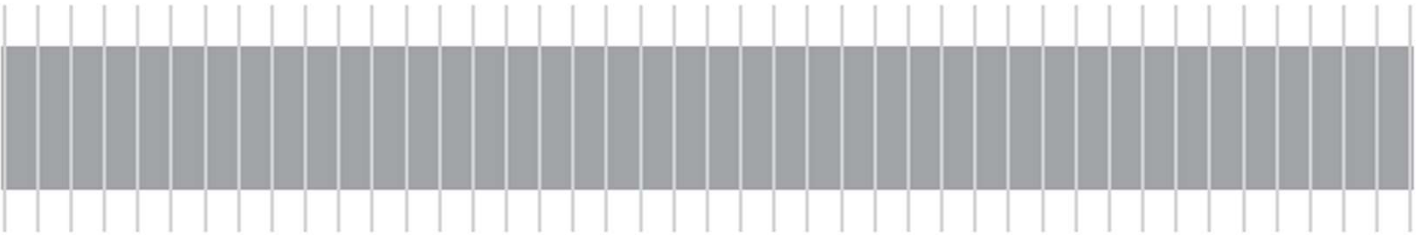
 PONERA



Wood - 95%

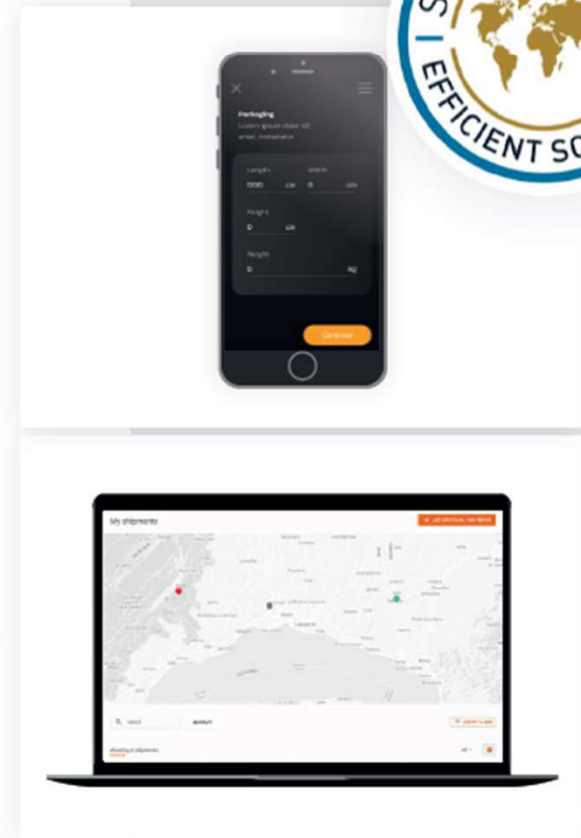
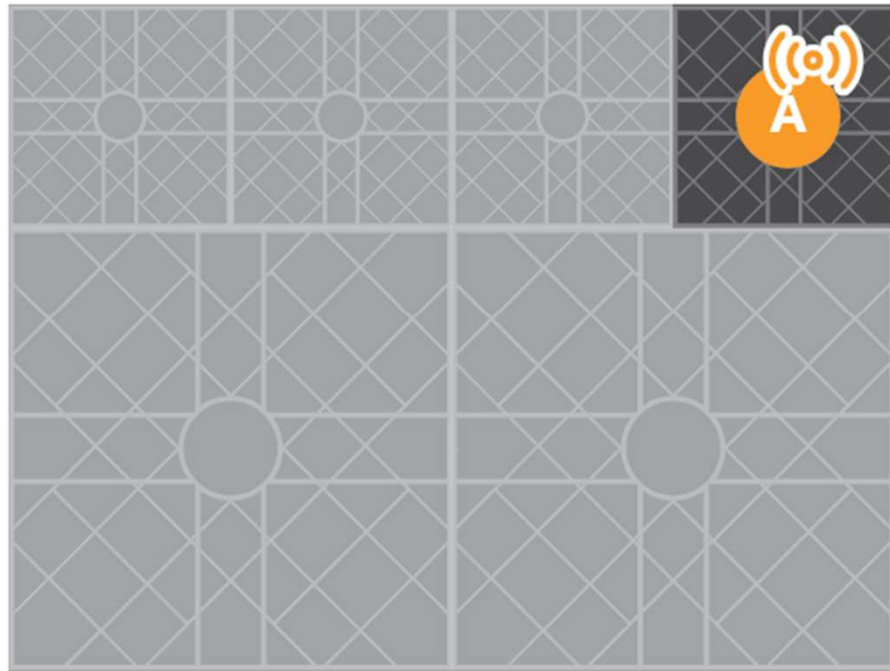
CO₂eq - 90%

Ponera Offers Huge Cost Savings



Cost

Ponera Brings Packaging to the Industry 4.0 Era



Ponera Platform: Circularity & Pooling

Undigitized Hardware



Inventory Management



Sharing Economy



Optimized Circularity & Pooling Solution:

- Increase efficiency of circular process.
- Payment model: Subscription and activity based.

2 Features:

- Inventory Management
- Sharing Platform

- Loaded Transport
- Unloaded reverse Logistik
- 🏠 Sourced Location
- 📍 Destination