VARNA

REIMAGINING PROCUREMENT AS A FORCE FOR GOOD



VARNACOLLECTIVE.COM

VARNA

WHO WE ARE

VARNA is a sustainable hotel procurement platform connecting hospitality businesses with verified, ethically-made products. Built as a B Corp-aligned collective focused on making sustainable procurement operationalized and accessible.

WHAT WE DO

Provide a seamless platform addressing six critical procurement challenges: sourcing, product verification, supplier transparency, evidence documentation, impact reporting, and guest storytelling.

INDUSTRIES WE SERVE

Hospitality sector (hotels, resorts, restaurants) requiring sustainable procurement infrastructure.

OUR MISSION

Help hotels operationalize sustainability by solving the gap between wanting to be sustainable and knowing how to execute it at scale with verified evidence and proven outcomes.

OUR VISION

Procurement as a force for good, transforming how hotels source products through integrated verification, impact measurement, and authentic storytelling.

OUR CORE VALUES

ETHICS & AESTHETICS COEXIST

Believe both beauty and sustainability must go hand in hand.

VERIFICATION OVER CLAIMS

Back every assertion with evidence and documentation.

TRANSPARENCY & TRACEABILITY

Map the complete story from origin to impact.

MEASURABLE IMPACT

Make sustainability verifiable and trackable, not vague.

WHY CHOOSE US

INTEGRATED PLATFORM

Verification, reporting, and storytelling in one system (not fragmented).

VERIFIED EVIDENCE

Every claim has documentation on record.

MEASURABLE ROI

Track tangible sustainability metrics beyond greenwashing.

GUEST ENGAGEMENT

Transform procurement into compelling hospitality narratives.

zerocircle

SUTRA SCORE



Harnessing the power of seaweed to engineer advanced, sustainable materials for global commerce.

TÜV AUSTRIA INDUSTRIAL

intertek Total Quality. Assured.

intertek Total Quality. Assured.

FSC

8 DECENT WORK AND ECONOMIC GROWTH

12 RESPONSIBLE CONSUMPTION AND PRODUCTION

13 CLIMATE ACTION

14 LIFE BELOW WATER

VARNA



Most food packaging still relies on invisible plastic layers and synthetic coatings that are difficult to recycle and increasingly restricted by regulation.
Zerocircle develops next-generation materials from seaweed and other natural polymers to replace these fossil-based inputs with high-performance, plastic-free alternatives.
Our coatings, films, and paper-based materials deliver oil, grease, moisture, and heat resistance while remaining PFAS-free and compatible with existing manufacturing infrastructure. Designed for scalable adoption, Zerocircle materials support foodservice, takeaway, coated
paperboard, wraps, trays, and flexible packaging,helping businesses transition toward safer,recyclable, and future-ready packaging

PFAs - FREE CHEMISTRY

High-performance barriers in packaging has long relied on PFAS, a class of persistent chemicals known to migrate into food and remain in the environment.
Zerocircle materials remove them from the equation entirely.
Our technology removes the need for PFAS. Our coatings and coated products deliver the same performance without relying on them, helping packaging stay aligned with global expectations.
Keep your business future ready for ever-changing regulations with our 100% PFAS-free range.



HAMBURGER BOX

Built for hot, saucy, and loaded burgers, these boxes keep everything secure and easy to carry. Their sturdy structure holds warmth and shape while keeping service clean and convenient. Ideal for takeaway, delivery, and quick-service formats.

CODE	SIZE	DIMENSION	PACK OF
VAR-ZC-028-W	**Small**	L 98 X W 98 X H 71 MM	500
VAR-ZC-014-W	**Medium**	L 115 X W 110 X H 75 MM	3000
VAR-ZC-030-W	**Large**	L 150 X W 140 X H 64 MM	600

SEAWEED COATED TRAY

Made for quick servings and easy handling, these trays keep food neat from counter to customer. Compact yet versatile, they suit snacks, sides, and single meals while offering a clean and dependable presentation for everyday service.

CODE	PRODUCT	DIMENSION	PACK OF
VAR-ZC-012-W	**Tray A50**	L 130 X W180 X H 40 MM	3000
VAR-ZC-010-W	**Tray A16**	L 200 X W 150 X H35 MM	3000
VAR-ZC-008-W	**Tray A14**	L 105 X W 170 X H 35 MM	3000
VAR-ZC-006-W	**Tray A9**	L 85 X W 135 X H 35 MM	3000
VAR-ZC-004-W	**Tray A7**	L 85 X W 105 X H 30 MM	3000
VAR-ZC-002-W	**Tray A5**	L 100 X W 50 X H 30 MM	3000





SEAWEED COATED SNACK BOX

Perfect for snacks that need a little extra on the side, these trays include a built-in space for dips and sauces. Designed to keep flavours separate and servings tidy, they add convenience without complicating service.

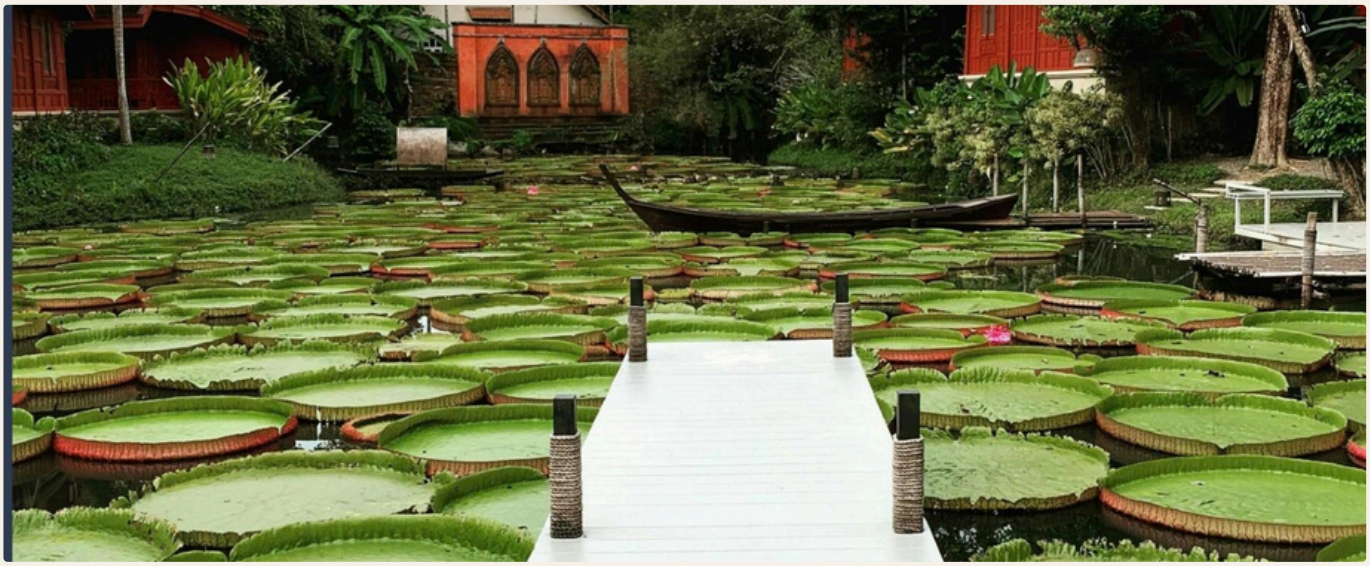
CODE	PRODUCT	DIMENSION	PACK OF
VAR-ZC-016-W	**Snackbox A7+1**	L 100 X W155 X H 50 MM	3000
VAR-ZC-018-W	**Snackbox A9+1**	L 100 X W 175 X H 50 MM	3000
VAR-ZC-020-W	**Snackbox A14+1**	L 115 X W 175 X H 50 MM	3000

SEAWEED COATED MEAL BOX

designed for everyday food on the move, these boxes protect shape, freshness, and presentation from kitchen to customer. Strong yet easy to handle, they work across snacks, desserts, and full meals with equal ease. A reliable choice for cafés, delivery, and busy service environments.

CODE	PRODUCT	DIMENSION	PACK OF
VAR-ZC-026-W	**Small**	L 90 X W110 X H 63 MM	3000
VAR-ZC-024-W	**Medium**	L 120 X W 150 X H 63 MM	3000
VAR-ZC-022-W	**Large**	L 120 X W 180 X H 63 MM	3000

"Curated for beautiful spaces.
Chosen for what lies behind them."



TO START A CONVERSATION

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FOR BRAND & HOTEL PARTNERSHIP INQUIRIES

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