# cut 19.mp4

**Xueqing:** [00:00:00] And just to explain to you before the there is also an app involved in the system in the app that you can check all the product information you bought from the supermarket. And also your personal score in the plastic waste prevention will be tracked by the app, so it will show you how many plastic waste you produced or prevent through the system. By the way, don't use the app. I know there is also an app involved.

**Participant 19:** [00:00:32] Okay.

**Xueqing:** [00:00:33] So first question, could you share with me your general opinions regarding the system?

**Participant 19:** [00:00:42] Yeah. Nice. In the sense that I. I think it's nice that you buy less packaging and I think there are some usability hurdles, for example, that this was not very clear.

**Xueqing:** [00:01:00] Why do you think it's not clear.

**Participant 19:** [00:01:04] Well, it took me some time to find out how it worked. And of course, at some point I know how it works. But this was my first time and it was not like, tap here, tap here. Perhaps I'm used to just be able to pour something and then my attention is directed to that (dispenser) and not to my right. It's too low, perhaps. So it might be nice to have it more in your face or I don't know. But it is more obvious that that you need the screen for the instructions.

**Xueqing:** [00:01:38] Yeah.

**Participant 19:** [00:01:41] To be able to to do this well. Yeah. I think that's it for now. Yeah. It's a nice container fit in my drawer, so that's nice. Okay.

**Xueqing:** [00:02:02] Uh, if you could use three words to describe the system, what would you say? All three.

**Participant 19:** [00:02:15] It looks clean, so that's Good.

**Xueqing:** [00:02:19] What makes you feel it is clean?

**Participant 19:** [00:02:23] The colours, but also like it's a little bit like, um, of course it's kept clean now as well, but also the. I don't know how school in English to fix this deal, but I'm curious if many people use this, how clean will it look like? So but it looks clean now. I'm also curious when I'm not the only one. I mean, it takes some time. It's more time than just grabbing something from the shelf. So I could imagine you have multiple of these next to each other so everybody can do their grocery in some timely way and spend too much time. In that sense, it's slower than what we're used to, but I still think it's good to bring your own packaging. Yeah. I think that's it for now.

**Xueqing:** [00:03:31] Yeah, it's okay. And how do you feel concerning the two packaging solutions you've just experienced? One is to use the cup provided by the system, and the other one is to use your own packaging.

**Participant 19:** [00:03:44] Yeah, I think so, because I was already wondering how would you do it when you bring your own cup? But it's more to just make sure you tare it first. Yeah. So yeah, I think that was even easier than these cups.

**Xueqing:** [00:04:00] Yeah. What do you think it is.

**Participant 19:** [00:04:03] Because involve less steps than have to be just right. Because I was just putting it there on the side. Yeah. And it had to be just right like this. Had to be just right to be able to read it. Yeah. And just one you just.Put it on the. But it's of course if you're in a supermarket and you didn't bring your containers in, it's nice that you can grab one so that sense. It's a nice facilitation, but I prefer to bring my own actually.

**Xueqing:** [00:04:30] Yeah. If you use your own container then you won't have the information because there are no chips and you couldn't connect with an app reducing you that what?

**Participant 19:** [00:04:42] What what if I bring my own container then.

**Xueqing:** [00:04:44] Then you won't have the application to provide you the.

**Participant 19:** [00:04:48] Why not?

**Xueqing:** [00:04:49] Because there are no chips and you couldn't connect your cup with the application.

**Participant 19:** [00:04:54] But why would I want to do that.

**Xueqing:** [00:04:57] And to check more information and know how many plastic waste you prevent it? Yeah.

**Participant 19:** [00:05:04] But, but, but you can do that with this as well, right?

**Xueqing:** [00:05:07] Yeah.

**Participant 19:** [00:05:08] That's a design decision that you made. Yeah. Yeah.

**Xueqing:** [00:05:12] Yeah. That's the of course the all the cups and we'll continue to work with the system without the application it has to provide more information.

**Participant 19:** [00:05:23] And if I already have plenty of cups and of course better, then I bring my own sustainability wise. And to buy more cups or to to borrow more cups.

**Xueqing:** [00:05:35] How how would you judge the different steps during your experience of the system, such as for your first glance, how do you feel about it before you use it?

**Participant 19:** [00:05:48] And I think that's the same answer I just get. It's good that I have the opportunity to bring my own containers. It looks clean, looks good, well taken care of. It doesn't look complicated.

**Xueqing:** [00:06:04] So that's why after you start to learn how to use it, how do you feel about it?

**Participant 19:** [00:06:11] Yeah, I did it then I feel it's easier to be able to do it right next time. Yeah, yeah, yeah. So now the first time was a little bit like, how does it work? But if you have done it once, then you will know it.

**Xueqing:** [00:06:24] Yeah. And how do you feel about when you are controlling the dispenser and filling the product in the cup?

**Participant 19:** [00:06:31] Yeah, that's something I could imagine. A button that is more to the front than from the bottom, because then you have to go down to see whether you're really pushing a button. Yeah, it would make more sense to me if the button was more easily approachable. Yeah.

**Xueqing:** [00:06:51] So where do you think could be more approachable.

**Participant 19:** [00:06:56] For example, here or here? Right? Right.

**Xueqing:** [00:07:06] Yes. Okay.

**Xueqing:** [00:07:09] And what are the positive elements coming to your mind regarding the system?

**Participant 19:** [00:07:23] I don't get why. It's, uh, but there's a question because I was thinking. I think the colors are nice and the color and. For me, it's kind of the right height and ergonomic wise. That's. That's. But I don't get the blue light and I get it that it's supposed to signal that it's open. And if I pull my own container, they will also in green.

**Xueqing:** [00:07:52] No, no. Just to keep blue. And you can then. Yeah, you can press whichever you want and it will be unlocked.

**Participant 19:** [00:08:08] Yeah. As so, perhaps. Yeah, it looks nice, but I'm not sure I like the functionality of it.

**Xueqing:** [00:08:22] Yeah, Why do think it's perhaps not functionality enough.

**Participant 19:** [00:08:26] Well, in the case of the, uh, this one, I can't get it. The other ones then are locked or not. I can just as well put my hand on.

**Xueqing:** [00:08:36] The others will be locked just to do one product.

**Participant 19:** [00:08:44] And why is that?

**Xueqing:** [00:08:47] Because I am not the designer of the system. But I suppose that they don't want the consumers to mix different products. They have the difference price.

**Participant 19:** [00:08:58] But I can't do it with my own can.

**Xueqing:** [00:09:01] No, no. After you pressed the first one. The others will be locked.

**Participant 19:** [00:09:06] Okay. Well, that's smart, but that might be nice to add into the communication with the lights. Yeah, that's the only one who's unlocked at that point. Yeah. Yes.

**Xueqing:** [00:09:20] And what are the potential problems come into mind regarding the system?

**Participant 19:** [00:09:25] Oh, that's I think I've already mentioned that it might be slow in a supermarket, in a regular supermarket, and it might become disgusting, like I already spilled a cookie. So probably the next one will spill something and then the next one will spill something. So it will easily become this. It needs to be cleaned quite often, I think. Yeah.

**Xueqing:** [00:09:54] And should take charge of the clean things, which. or The consumers themselves.

**Participant 19:** [00:10:03] Yeah, that's. I think we shall think. Yeah, but that's. I think that's related to, of course, in the shooting home, everybody should care or take care of their own dirty dishes. But somehow there are too many people involved with keeping the kitchen clean and therefore it doesn't get cleaned. So I think it's good to make somebody responsible for that.

**Xueqing:** [00:10:33] And how do you evaluate the system in terms of the complexity ?

**Participant 19:** [00:10:39] That's okay. It's okay. Yeah. It's just some minor things that might make it easier, but in a complexity. I mean, the second time was easy.

**Xueqing:** [00:10:51] And how about the hygiene of the system?

**Participant 19:** [00:10:54] I assume it's only dry foods, so. Yeah. I don't see how they can get dirty.

**Xueqing:** [00:11:09] So why do you think it should be the dry food?

**Participant 19:** [00:11:15] Yeah, because I think if you combine it with fluids as well, it can be done. But that's that even gets more. Yeah. I think that gets even more dirty. Gotcha.

**Xueqing:** [00:11:33] So which part do you think would be dirty?

**Participant 19:** [00:11:36] Like the nozzles of the liquids. I'm thinking, for example, about tomato ketchup. And then you get this crushed tomato ketchup. These kind of things. And of course, this just pours out as it stays clean. So.

**Xueqing:** [00:11:54] Okay. Do you think that you will use the system if this one is available in our market? And why do you think you will use that?

**Participant 19:** [00:12:03] Because it matches one of my motivations to live more sustainable, to use less packages. The stuff in general.

**Xueqing:** [00:12:13] Even every time you need to take the containers with you doing the shopping.

**Participant 19:** [00:12:20] Yeah, but that's something you have to get used to. Yeah.

**Xueqing:** [00:12:26] Okay then, because today we only provide you with six products. But actually, as you mentioned, there are a lot of other product possibilities of the product which is not suitable for the system. As you mentioned, they create. So now we will discuss about what kind of other products would you find the system useful besides these six products?

**Participant 19:** [00:12:55] Well, everything. Rice of pasta, but also other kinds of protein like beans and these kind of things. Tea might also be possible. But then there are smaller containers, of course, and can be might make sense. I think this is already kind of nice presentation because you can think of more in these categories, but I'm not I don't have a completely new category on mind right now.

**Xueqing:** [00:13:38] How about the non-food product? Like.

**Participant 19:** [00:13:42] Like socks. What do you mean?

**Xueqing:** [00:13:46] Like some cleaning powder or.

**Participant 19:** [00:13:50] All right. Cleaning detergent? Yeah. Why not?

**Xueqing:** [00:13:54] Dishwasher tablets?

**Participant 19:** [00:13:55] Yeah. Yeah. Makes sense.

**Xueqing:** [00:13:58] You will also refill the non-food product from this kind of.

**Participant 19:** [00:14:04] And of course, for example, my dishwasher taps come in a small bowl and they are in a cardboard box. That's not the worst thing in my evidence, but I think like the double wrapped. Right. Like, the cookies are often double wrap. They do have a fall. They. They often have, like, a container somehow, like, very plastic and flexible. But then it contains the cookies, and that's wrapped into a fall and that's wrapped into a carton box. So you have like three different wrappers for one product. And I think that's the kind of products that we want to focus on first, in a way. But I don't know if that's like you can get these cookies from a dispenser, but it does not make sense for me to like the bigger cookies. I don't know how that works.

**Xueqing:** [00:15:11] Yeah. And how about the liquids for.

**Participant 19:** [00:15:16] Yeah, that's good, because then hygiene is less of an issue, so it doesn't look disgusting. And then it's fine.

**Xueqing:** [00:15:23] Yeah. Perhaps it's also sticky or have some contaminated issues.

**Participant 19:** [00:15:30] Yeah. Yeah, but I would mind less than I think because it's of course a hypothetical situation, but I think I would mind less to for my dishwasher liquid to look like that then for my ketchup, for example. So we'll try to figure out a way around or find a napkin to make it a little bit cleaner for myself and then put my own thing.

**Xueqing:** [00:15:57] This. So what kind of products you think this system is not useful or suitable, such as catch up? You think it's not?

**Participant 19:** [00:16:09] No. Like the liquids and the socks. So I don't know what.

**Xueqing:** [00:16:20] Why the socks come to your mind?

**Participant 19:** [00:16:22] Because none eatable. So what do you buy? But of course, detergents. But they don't. Didn't not come so much. But, um. Yeah. What else? Liquids. I think liquids is the only and of course, things that must stay fresh. So I would not buy cream cheese from this or. Vegetables or. Perhaps Brussels sprouts might be possible. Yeah, but it's not. Not for fresh food. In my opinion, yes.

**Xueqing:** [00:17:11] Okay. Do you think this system offers the benefits for environment?

**Participant 19:** [00:17:19] Yes. But I do think packaging is not the worst thing that we're doing with our environment. So also for me, it's about buying less in general and trying to find second hand stuff when I need something. And the containers, it's easy to to blame the plastic packaging, but I don't think that's our main problem. It's of course problem. But and it's good to do something like it, but it's not my main priority to get rid of the packaging. Buying less in general.

**Xueqing:** [00:17:58] Yes. Do you think this kind of system will also help you to take more serious consideration about.

**Participant 19:** [00:18:05] The food or for the foods.

**Xueqing:** [00:18:09] For any kind of products?

**Participant 19:** [00:18:14] Like the amounts.

**Xueqing:** [00:18:16] Whatever.

**Participant 19:** [00:18:18] I'm not sure, but I think we already mind quite much what we eat, so I don't think this is going to change it.

**Xueqing:** [00:18:27] Yes. And as you know, this cup is encouraging consumers to reuse for multiple times. And so how many do you imagine that you will reduce the cup before you return it or replace.

**Participant 19:** [00:18:46] And I don't know how fast we'll break, but probably not that fast. So until it's broken.

**Xueqing:** [00:18:52] The broken. What do you mean by broken.

**Participant 19:** [00:18:55] By the when there's a crack in the lid. For example or. I think that's the first thing to break. Okay. And then you can perhaps button because that will be nice that you don't have to you can return it anyway even though it's broken. And then they will replace just a lid and not a complete container on the container. In fact, because that's often the case with products that you have to throw it away all at once and not just the part that's broken.

**Xueqing:** [00:19:33] And after the supermarkets, they collect the empty cups and also the empty containers. This empty stuff will be sent back to the factory and they will do the cleaning and repairing and also reseal them again and deliver it to the food producer or the product producer. They will refill the product and then they come back to the supermarkets again.

**Participant 19:** [00:20:03] That's good.

**Xueqing:** [00:20:04] So after several reuse cycles, there might show some squares on the surface. Yeah.

**Participant 19:** [00:20:10] I can imagine.

**Xueqing:** [00:20:11] How you feel about that.

**Participant 19:** [00:20:13] Yeah, that's good that you mention it because I think we were also thinking about this problem with milk bottles for children. Yeah. Hardly any women use used milk bottles because they look used. So it's not a common practice to give them to somebody else. And then also they look a little bit pink because they will be put into the dishwasher and they will turn pink. So I think it's nice to consider how the material will get old, and plastic is often not the most pretty material to get old. And of course for me it's especially when it's your own container. I wouldn't mind. But then again, in a hypothetical situation, I don't know how I would respond because like now I'm consciously talking about it. But probably when I'm in front of a cabinet with a nice looking person looking first, I will grab the nice looking ones first because that's not a conscious decision. It's just.

**Xueqing:** [00:21:26] Yes, yes.

**Participant 19:** [00:21:27] Something you go for first.

**Xueqing:** [00:21:29] Yeah, yeah. Sometimes maybe the scratches are not made by yourself, but made by the previous consumers. And how would you feel about that kind of signs of usage? Well.

**Participant 19:** [00:21:45] I'm not sure. Yeah, I'm not sure. That's a very difficult question, I think. Because now I can tell you like the socially desirable also that I don't mind because that's how I feel right now. But I'm not sure if I'm in front of that really don't mind or that I have this feeling. Okay. And now if I'm now in front of a cabinet, I will try to be consistent with what I just said to you. But without this conversation, I don't know how I would respond. I really don't know.

**Xueqing:** [00:22:16] Yeah. So would you like to compare the different containers before you?

**Participant 19:** [00:22:21] I think. But that's my assumption. That's not something I think I would do that not very consciously, but just pick the best one, the best looking one, because also I have to pay 1.5 to take it home. So then I. Want I want to have the. Nice product that's in the shelves. But that doesn't make sense. It's not rational. It's more an emotional decision. And why? Because different materials age better than plastic. There are many. But why? But that's something. So perhaps that's a decision that could be made. Choose different material. That age is better than plastic.

**Xueqing:** [00:23:12] Yeah. Yeah. We will discuss about the different materials now in this section. So as you perhaps know that besides this kind of system, there are also some other solutions which also also provide the consumers the option to reuse the package. So here we have the three examples. And the first one is a look. Look for a metal packaging and then another kind of material. And the producer, they will prefilled the the container with the products can be food or food product. And then consumers purchase the product in the supermarkets. When they finish with a deposit for the package, when they finish the product inside, they will return the empty package and get. So the difference between the loop and the system you use today is they have a first of all, they use metal as the material of the package and also they have the keep the original, the branding information and also the product information on the package. So as you can see, we don't have any information, only the product information on the label. Very simple. So that's the differences between the. To a system in the middle of one and I think you know it.

**Xueqing:** [00:24:53] And they use the glass jars as the container for the food. And normally people will order the product online, but they can also go to the physical store to get the the product still they need to pay for the deposit for the glass jars or the glass pot. After they finish it, they return the empty pots through up service and refunds. So they steal the company. The petrol pots will take charge of the cleaning and repairing. It was for you. So the last one is a cover. The cover they have their self owned products. And in this system, the the consumers purchase the product in the supermarket, just like we normally do in the supermarket. And after you finish the products you cover, it provides you the option that you can review. The same product in the store with the original package is another solution. And this is are all very similar to the system you used today but still it has a different. What was the difference? So my question would be, have you ever bought or experienced any kind of reusable packaging? It could be this, this way or the other.

**Participant 19:** [00:26:32] Of course, we have the very common touch way of recycling beer bottles, for example.

**Xueqing:** [00:26:39] Yes.

**Participant 19:** [00:26:40] So that's I think already we already used in that way, that sense to get the packaging, use it at home, bring it back and then get the refund. Yeah, I, I use like shampoo bars, but I don't buy them in cans because I can just put them on so I don't return something. But I'm not sure I know this is something different again. No, no, I. I've never seen it actually in the.

**Xueqing:** [00:27:14] It's not exist in the Netherlands.

**Participant 19:** [00:27:17] Right. And this one, we're still on the waiting list.

**Xueqing:** [00:27:22] Why waiting list?

**Participant 19:** [00:27:24] Because. Because we were interested in reducing our packaging. Yeah. And I think if you compare it to this one, it's of course they will do it for you. So then you can do the liquids. Yes, because I won't see it anyway when the ketchup is on the nozzle. So yeah, I will trust it will be hygienic. And I think glasses is clever because its age is better. There's hardly any sign of ageing except for often there are some stripes where products touch each other, but I think that's more or less obvious than with the plastic. Yes. And because I think for me. But that's a perception I have the feeling that cleaning glass is easier than cleaning plastic and you can better clean. It's easier to clean this very well and then to clean plastic.

**Xueqing:** [00:28:33] Why do you have this kind of feelings? Based on your experience or the.

**Participant 19:** [00:28:43] But also like the second hand milk bottles for children that I was just talking about. When they are from glass, they feel cleaner, but I'm not sure whether they are. It's also because they age better, probably. And then last, I think this is a little bit the same system in a way, but then for just eco products. Yeah, I think it's kind of the same also because you have this in a supermarket and it's self service and.

**Xueqing:** [00:29:22] This one, you don't need to pay any deposit or something. You just buy the original prefilled product and after you finish it, you fill in your original, the whole package, and with the same product you couldn't change the products and you already have all the information on the package itself. So it should always be the same product.

**Participant 19:** [00:29:48] Now.

**Xueqing:** [00:29:51] And how would you evaluate this system compared to the one you used today? Do you think this will have some the system have some specific postal codes? Compared to the other ones?

**Participant 19:** [00:30:08] No, I think I already mentioned those specific pros and cons. For me, this is this one is quite similar. I don't I don't really perceive the difference, though. It's brand owned and this one is not brand name, it's white label probably. Yeah. And I think the glass material is smart, but I don't know how it works in a supermarket because it's also more heavy. So in that sense, it's convenient to have the plastic and in the case you're delivering at the doorstep and it makes sense to. Make it a glass. And I'm not sure about metal either. So. Yeah. I think that's also quite energy intensive to put in the right shape and everything. So I'm not sure about plastic, but I'm also not sure about metal.

**Xueqing:** [00:31:18] And how do you feel about the brand information, the visualizations of the package?

**Participant 19:** [00:31:25] Well, this one.

**Xueqing:** [00:31:26] Yeah, because now this one doesn't have any brand or the original no product information on it. Would you feel that matters?

**Participant 19:** [00:31:38] Yeah, I think for cookies, it's good that it has like the what what's in there? But of course, for when it's just lentils, then I will trust it just lentil. And also, like how to keep it that smart. Just get. Yeah. This is fine. I don't know why this is here.

**Xueqing:** [00:32:13] This is because it's in the original language from Czech Republic. If you want to have a look at the English version of the table, it's just let to know how you can use the cup at home, such as you could put it in the dishwasher because there is a chip on the bottom. Right. I know that it's in the microwave because it's plastic.

**Participant 19:** [00:32:37] And so there are some. It's funny because I think I would have done it in the dishwasher because I think I would have used it for other purposes as well, because I have a can. And on most containers you have like in the container itself, it's already moulded. So I didn't even read it. So why is it not moulded into the can? You don't have to put a stick around.

**Xueqing:** [00:33:12] Perhaps you have to think they have more information to let the consumers know. And also explain.

**Participant 19:** [00:33:23] But I think there's a more clever way to communicate this. Yeah. There's also.

**Xueqing:** [00:33:30] Yeah. And then at your I think you asked about what was this. This is the date when the car is built.

**Participant 19:** [00:33:39] For.

**Xueqing:** [00:33:40] You. So.

**Participant 19:** [00:33:42] Why do I want to know that?

**Xueqing:** [00:33:47] I don't know if you want to compare which way is nuanced and which were already there for a longer time. I know so. Yes. This cup was professional cleaned and. Certificate. A certificate for reuse. This is a text on it.

**Participant 19:** [00:34:14] But that's, I think, the satisfier if it wasn't so, why communicate it? All right. When I get something from the show, I assume it's probably Kate. So, yeah.

**Xueqing:** [00:34:34] Then we're almost done. Do you have any thoughts or ideas or whatever you want to add to the system?

**Participant 19:** [00:34:43] No, I don't think so. Good initiative or are you promoters and these organized nice.

**Xueqing:** [00:34:52] Good. Thank you. Thank you so much for sharing your time with me.

**Participant 19:** [00:34:58] Thank you for showing me. Yeah. Yeah. Do you know what will happen to it? Is or is it is it already out there or.

**Xueqing:** [00:35:06] You mean in the lab or.

**Participant 19:** [00:35:09] Like.

**Xueqing:** [00:35:11] Yeah, it's already existing in the Czech Republic. And now they have some pilot test in France and Switzerland and some supermarket. I think it's normal. And they just said several. The Czech Republic. They put this one in some local supermarket or some supermarket, and now they want to explore the market in the Netherlands. So we do this research for them and they provide us the machine, the food, the containers.

**Participant 19:** [00:35:53] It would be nice to see like half your used machine. Yeah, yeah.

**Xueqing:** [00:35:58] Yeah. Some of the participants, they also said it feels very fragile. It's not a terrible product.

**Participant 19:** [00:36:07] Yeah, yeah, yeah. I didn't have that feeling at once, but then I was thinking like this. People will drop stuff in here.

**Xueqing:** [00:36:20] Yes, exactly. Yeah. Well, my participant, he dropped some rice around the scale and he just put the rice in the hole in that whole.

**Participant 19:** [00:36:33] Yeah, but.

**Xueqing:** [00:36:34] That is not the correct way because in a box digested the machines and all the cables.

**Participant 19:** [00:36:42] Yeah, exactly. Yeah. But then it's not, not a good design. Right. Because this will happen. Yeah, yeah, yeah.

**Xueqing:** [00:36:49] Yeah. So still, there are a lot of things need to be improved.

**Participant 19:** [00:36:53] Yeah, good. Well, good luck then.

**Xueqing:** [00:36:59] You and the experts. So today I get a lot of insights from the experts.

**Participant 19:** [00:37:04] In what way?

**Xueqing:** [00:37:07] Because you are the teacher.

**Participant 19:** [00:37:10] Oh, no.

**Xueqing:** [00:37:12] Yeah, you are a designer expert.

**Participant 19:** [00:37:15] Yeah. Yeah, because I think it's nice if you look at Anthropometric. I don't know how to put this as well, but there are rules about what people are easy to find and whatnot. And I think having something here is not like I'm looking at this and this is not here. So what's inside and what's not? These kind of things are very nice.

**Xueqing:** [00:37:47] Sometimes the layout out of the functional part of the user friendly. So there are too many functions near the dispenser. light, lever?

**Participant 19:** [00:37:59] Yeah, exactly. A scanner? Yeah. A button. Yeah. Yes.

**Xueqing:** [00:38:07] Oh, you can take it back.

**Participant 19:** [00:38:08] To the small with coconut cookies.

**Xueqing:** [00:38:09] One place. Choose one time slot that you want. Yeah.

**Participant 19:** [00:38:17] And this one? I should eat. And then I'm bored back.

**Xueqing:** [00:38:21] It's yours. You can decide how you use it. Okay. I also have the thanks letter with the voucher. Thanks. This is for black friday. Bread.

**Participant 19:** [00:38:34] They can consume even. More than no. Right. Thank you so much.

**Participant 19:** [00:38:43] Thank you. Good luck.