



Reusable Packaging

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Policy Drivers

- Defra Packaging Strategy, 2009

Responds to three strategic drivers for packaging policy:

- Climate change agenda
 - Resource efficiency agenda
 - Consumer concerns
- Supports refillable and reusable packaging & use of concentrates
 - Encourage packaging designed with re-usability, recyclability or recovery in mind – as a standard

Factors affecting the performance of reusable packaging

Primary Factors

- Packaging price (single trip v reusable)
- Number of trips achievable for reusable packaging
- Impact on product damage rates (delivery and returns)
- Cycle time - pool size required for reusable packaging
- System complexity – (from Distribution Centre (DC) to home; or from multiple suppliers - to DC – to home etc.)
- Transportation distances and vehicle utilisation
- Requirement for QA inspection, cleaning and repair?
- Brand value – consumer impact on receipt of delivery

Factors affecting the performance of reusable packaging

Other Environmental Factors

- Positive messaging opportunity at point of delivery
- Recycled material content in packaging
- Post-use material recycling / end of life waste management
- Standardisation – number of pack sizes
- Impact on storage format and storage volume (packed and awaiting packing)
- Incentives / penalties to encourage return for reuse

Carrierpac

B&Q



Starpack



[IOM3 HOME](#) [IOP HOME](#) [MATERIALS WORLD](#) [PACKAGING PROFESSIONAL](#)

- Kitchen worktop home delivery
- Averaging over 40 reuses per pack
- Protects product delivery AND returns
- Improved customer service and convenience (customer has no bulky packaging to dispose of)



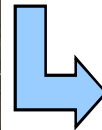
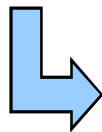
Closing the loop with Carrierpac

B&Q



£2.35 million packaging and damage reduction savings since January 2008.

2897 tonnes corrugated packaging diverted from landfill.



Reusable packaging – Longspac



- To develop a reusable format for the transportation of long kitchen and bedroom products (known as *longs*) to replace single trip packaging
- Trial currently underway. This work is due to complete in 2010