

PREVENT & SAVE

Reusable Packaging

Reusable Packaging is also an area that can help to reduce packaging waste. Again there are opportunities to reuse primary, secondary and tertiary packaging. However, co-operation is required between the supplier and customer to ensure that returnable packaging is returned as it is often more expensive than single trip packaging.

Reusing packaging with your supplier helps you to:

- Reduce the need for you to purchase supplied input packaging.
- Reduce the amount of backdoor packaging waste.
- Reduces waste management costs.

Reusing packaging with your customer helps you to:

- Reduce the amount of finished product output packaging.
- Reduce packaging waste placed on the market.
- Reduces producer responsibility fees.

Reusable packaging is not without its challenges and it needs to be more durable than single trip packaging to allow for a number of trips to be achieved. Storage space can often be a consideration and you should consider whether or not packaging needs to be collapsible or stackable to minimise transport costs for return journeys.

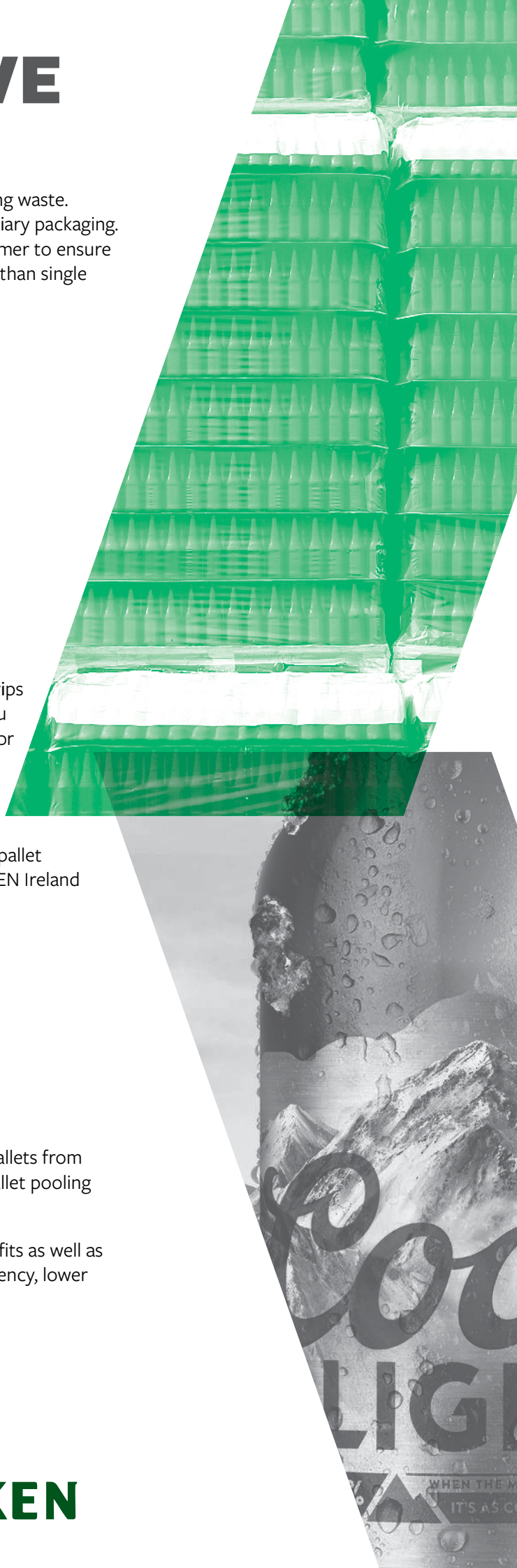
Another consideration is whether or not returnable packaging will need to be cleaned prior to reuse such as in the case of plastic crates, plastic pallets or glass bottles. HEINEKEN Ireland operate a pallet pooling system for their returnable bottles. Please see the HEINEKEN Ireland case study below.

Reusable Pallets Case Study: HEINEKEN Ireland Coors Light Returnable 33cl

PROJECT IMPLEMENTATION

Repak member, HEINEKEN Ireland maximises the use of wooden pallets from reusable pallet pool systems and also manage their own internal pallet pooling system on their Coors Light 33cl returnable glass products.

This internal pallet pooling system provides intrinsic business benefits as well as improved environmental performance from higher transport efficiency, lower losses and recycling at the end of life.





PROJECT BENEFITS

This reuse of durable wooden pallets ensures that HEINEKEN Ireland minimise wooden packaging waste throughout their supply chain as well as reducing the costs associated with purchasing single trip pallets.

As a result of this initiative, more than 79 tonnes of potential waste from single trip pallet recycling or disposal is avoided on an annual basis.

ISSUES ENCOUNTERED

In order to incentivise pallet return, HEINEKEN Ireland place a deposit on returnable pallets going to trade. Pallets are checked on their return to the warehouse and customers who send back the pallets are credited accordingly.

FURTHER INFORMATION

For more information on this project please contact Bill Ridgway at HEINEKEN Ireland at bill.ridgway@heineken.ie. This is just one initiative from HEINEKEN Ireland's "Brewing a Better World" Sustainability programme. To find out more about how we are brewing a better world from barley to bar visit www.heinekenireland.ie or follow our Sustainability Story on twitter [HEINEKENIE_News](https://twitter.com/HEINEKENIE_News).

