

Jacob Fruitfield – Re-use of Outer Casing

Improvement

Reusing boxes which arrive as transport pack by refilling them with completed product for dispatch.

Description of changes

Previously, empty biscuit tins arrived in cardboard boxes which were flattened and recycled. The tins were then filled, placed into brand new boxes and transported to the point of sale. It was decided that the original box, containing the empty tins, could be reused if it was refilled with the completed product at the end of the production process. This necessitated a new type of box being created which would arrive with only branding for Jacob Fruitfield. Once filled, this could be labelled with a sticker which specifies the product contained within and also contains a barcode.

Environmental benefits

- Reduced packaging weight
- Reduction in transport emissions

Balance of Improvements

Packaging	Weight	Reduction
Removed Transport pack	0kg	100%

