

Optimising Packaging in the Retail Sector



The Improvement

This brochure highlights some of the improvements that companies in the Irish retail sector have carried out to optimise their packaging systems and to reduce packaging waste. While some of these projects are visible to the consumer, some are not as obvious and take place in areas of the supply chain that are not normally visible to shoppers and consumers.

The Changes

Changes that have taken place recently involve a reduction in the amount of packaging used on products as they are sold to the consumer (primary packaging), as the products are grouped together (secondary packaging) and as they are delivered to the stores (tertiary packaging). Other changes have involved the increase in the amount of returnable packaging and an increase in the recycled content of packaging used by Irish retailers.

The Benefits

Benefits are enjoyed by the retailers, their suppliers and customers. These include:

- **Less packaging to be managed**
- **Reduced packaging costs**
- **Reduced transport cost**
- **Increased levels of packaging recycling**

The Issues

Sometimes difficult choices have to be made when deciding on the most suitable packaging options. Repak can assist in making these decisions through its 'Prevent and Save' programme (see overleaf).



Launch of the Prevent and Save:
Packaging Optimisation Toolkit

Further Information

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Retail Case Studies



Repak employ an expert team of Packaging Technologists to assist companies in optimising their packaging systems and to prevent packaging waste, in line with their Producer Responsibility obligations. They achieve this by working directly with Government, Environmental Agencies and industry to deliver programmes that reduce the amount of packaging placed onto the Irish market.

Repak's Packaging Technology Service

Our Repak Packaging Technologists work directly with companies to identify areas where packaging waste can be prevented or minimised. On-site surveys are carried out and 'Packaging Optimisation Reports' are compiled that guide member companies through opportunities to improve their packaging systems and to reduce their packaging waste. This saves material and money for the companies involved, and in turn helps to reduce the overall amount of packaging placed on the Irish market.



By analysing all types of packaging, both into and out of a company, and by examining product (primary), grouped (secondary) and transport (tertiary) packaging, our technologists find ways of optimising packaging systems as a whole, so that the best use of available resources is achieved.