



## Description of the Tool

By eliminating or reducing the amount of packaging on a product, packaging waste is also reduced. Primary, Secondary and Tertiary packaging can all be examined for opportunities to reduce packaging waste. Considering all three types of packaging together for reduction opportunities allows the total packaging system to be 'optimised'.

## Benefits of the Tool

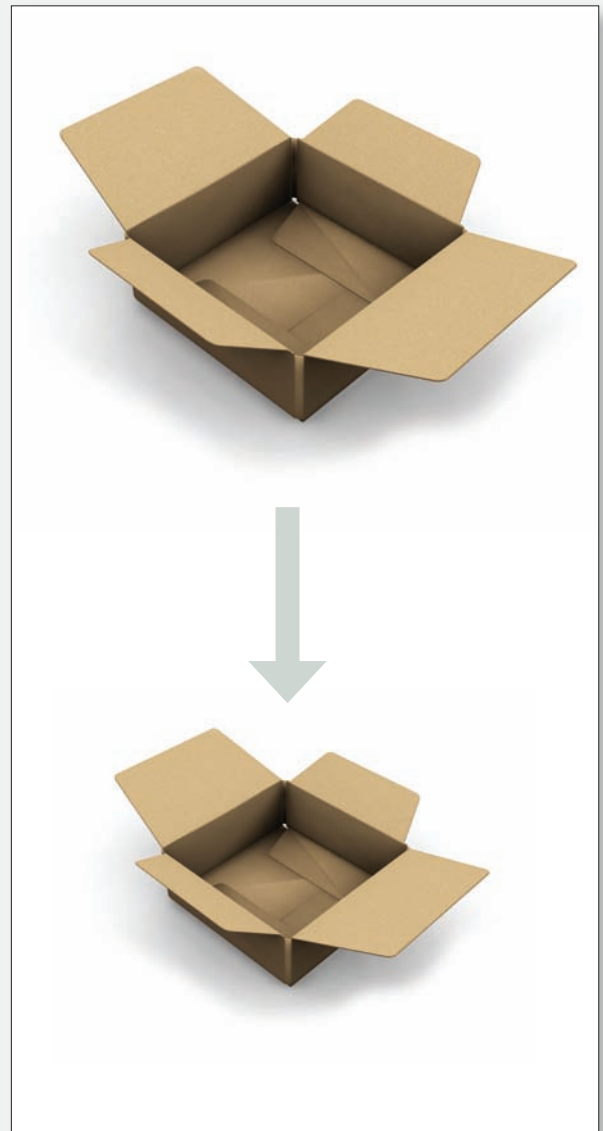
Reducing the amount of output packaging:

- Reduces the amount of packaging waste placed on the market
- Reduces the costs of packaging materials
- Reduces producer responsibility fees
- Increases the amount of storage space available
- Increases compliance with packaging waste legislation
- Increases goodwill from consumers

## Possible Challenges

Knowing how much packaging material can be removed is the key to this tool. If too much packaging material is removed, or if the packaging is badly designed, the product it contains will become damaged. This defeats the purpose of the project as both product and packaging become waste.

Using experience and judgement as well as well-managed trials can help when using this tool. The experience of packaging material and packaging machinery suppliers could also be used as well as other external companies as described in the 'Support Services' tool.



## Further Information

For further information see the Repak prevention site: [www.preventandsave.ie](http://www.preventandsave.ie)