

BRANDS DRIVING CHANGE USING REFILLABLE AND REUSABLE PACKAGING

There are numerous ways brands across all market categories can leverage a variety of refillable and reusable packaging formats.

TricorBraun’s team of supply chain and quality experts and award-winning designers and engineers are uniquely skilled to recommend consumer insight-driven refillable and reusable packaging solutions that ensure product integrity and drive brand loyalty.

Let us help you implement the best refillable and reusable packaging strategy for your brand category by contacting us at marketing@tricorbraun.com.

FOOD & BEVERAGE

Refillable and reusable food and beverage packaging is an easy way for consumers to get their foot in the door with sustainable choices. Whether jars are sent back in the mail to be sterilized and refilled, or repurposed to store food or other items, consumers know they are reducing landfill waste.



Customers can rinse their *Straus Family Creamery* organic milk in reusable glass bottles and return them to the store where they purchased them to receive a \$2.00 refund. Straus then takes the bottles back to their facilities to reuse them an average of five times before recycling them.

HOME CARE

With heightened awareness of plastic waste in the home care industry, the need for eco-friendly package formats has grown. Several brands have emerged with refillable and reusable packaging solutions.



Meliora is a zero-waste laundry detergent made with natural ingredients in a reusable container that comes with a metal scoop. Detergent refills are sent in a compostable paper bag.

NUTRACEUTICALS

With consumers buying vitamins and supplements regularly, plastic packaging waste adds up. Refillable and reusable options allow consumers to use the same bottle indefinitely and order refill packs. That enables brands to allow consumers the opportunity to keep their premium glass or durable tin jars for further use.



GEM vitamins are available in a reusable and infinitely recyclable tin jar. Consumers can opt to receive refills shipped in a compostable pouch.

PERSONAL CARE

Consumers conscious of the impact their personal care packaging has on the environment are opting for refillable packaging to save on waste that ends up in the landfill.



The limited “Pink Ribbon” edition of *OLAY Regenerist Whips* face moisturizer includes one full jar and a refill pod.

PET CARE

More pet parents are taking a closer look at the environmental impact of the products they buy and how they are packaged. As a result, packaging suppliers and pet food brands are developing more refillable and reusable solutions for pet foods and treats.



Open Farm is the first-ever pet food brand to partner with recycling company TerraCycle Loop. Consumers in Ontario, Canada, can support a circular economy by purchasing Open Farm Freeze-Dried Raw Dog Food in waste-free durable and reusable containers that are collected, cleaned, refilled and reused.

SPIRITS

A collective green movement among spirits producers and the refillable and reusable trend has made its way into the packaging. Refillable and reusable spirits minimize packaging and waste and may provide easier transport than glass because of the lightweight material.



Scottish craft distillery *Dunnet Bay* is pouring its Rock Rose Gin into fully recyclable pouches. If consumers own a standard ceramic gin bottle, they can order a 700ml pouch of Rock Rose Gin online. Upon delivery, they can decant it into their empty bottle and send the pouch back to the Scottish distillery, where it will be recycled.

Let’s talk packaging!

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