

# A Guide for Achieving Packaging Sustainability



## REUSE

Look for opportunities to make your packaging reusable. There are three opportunities for reuse:

### REUSE FOR ORIGINAL INTENT

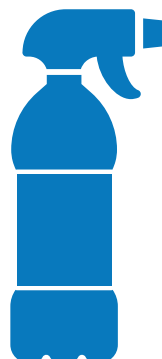
**Identify Opportunities for Reuse**  
Consider opportunities for reuse within the consumer value chain and determine which opportunity would add the most value to the consumer.



**Design for Reuse**  
Design package for reuse. Consider both the materials and the environment for both the original purpose and reuse.

### EXTEND FOR AN ADDITIONAL PURPOSE

**Communicate Intended Reuse**  
Make consumers aware of the reusability of the initial packaging. Include instructions for reuse.



**Design to Extend Functionality**  
Ideally, the reuse of the initial package will increase or extend the functionality of the original product.

### MODIFY ORIGINAL DESIGN FOR REUSE

**Measure Adoption of Reuse**  
Measure how consumers are adopting the opportunity provided for reuse. Modify, improve or reevaluate reuse based on feedback acquired.



**Recyclable at End of Life**  
Design with materials that can be recycled at end of reuse.

## ABOUT ADEPT GROUP

Adept Group is the premier consultancy for over 100 national and global food & beverage, CPG and life sciences companies. Our unique modular approach and combined 850 years of experience provides organizations with everything they need to optimize their packaging function, from staffing and engineering services to business process tools and serialization expertise.