DO YOU WANT TO REPACKAGE YOUR BRAND INTO A NEW ERA?
We bet you want to!

WHAT NEEDS TO BE CHANGED?
Your premium e-commerce packaging to your consumer.

WHAT IS THE GOAL?
The goal is to keep your brand's values, yet those from your premium consumer, combined with the eco-friendly Zeitgeist.

WHAT DO YOU USE NOW?
1 Poly bags as primary packaging
2 Cardboard boxes as secondary packaging
3 Tissue paper for decoration materials
4 Envelops and paper for order information and personal messages

WHAT IS THE PROBLEM?
The linear system, which generates a surplus of waste.

WHAT DO WE WANT TO ACHIEVE?
The circular system, which supports a reduction of the waste stream.

WHAT DO WE HAVE TO KEEP IN MIND?
Reduce, recycle, repair and reuse.

WHAT ARE YOU GOING TO USE NEXT?
What to do?

**primary PACKAGING**
It would be the foremost solution to not use any primary packaging in the end-consumer parcel, this means it is best to get rid of the thin transparent plastic packaging. The consumer will create a more sustainable feeling about the brand, since they have an aversion to excessive packaging. Furthermore, as a brand you will also take away another dispose or recycling responsibility of your online consumer.

**secondary PACKAGING**
The secondary packaging which now often is a cardboard box can be replaced by recycled PP plastic. Because of its flexibility, this material is perfect for so called ‘boxing on demand’. After all, there is only a small amount of different sizes needed. The major sustainable advantage of all is the possibility to reuse this secondary packaging, up to an average of 20 times. By using this method of packaging, there will be both a reduction of 80% void air and of 96% CO2 emission in comparing to the conventional cardboard boxes. In the e-commerce sector the responsibility of the secondary packaging has shifted from the brand to the consumer, therefore the brands have to educate their consumer on what to do with the ‘waste’. A handle or strap is important to attach to the secondary packaging, so the consumer is provided with all conveniences.

**DECORATION**
Decoration foils are easily replaceable by biodegradable wrapping papers, which are reusable too. As well as for the secondary packaging, the consumer needs a clear and easy overview on how to return, recycle or reuse.

**INFORMATION**
Communication and engagement are usually done by envelopes and papers. To make this more sustainable, QR codes are introduced to switch these two from offline to an online experience. Order information, return information and forms, personal messages, engagement and how to recycle, reuse or return the packaging materials.