



# Shelf Ready Retourpack for the Beverage Industry

February 11, 2025



# About DW Reusables

- ✓ Leading supplier of standard and bespoke injection moulded packaging
- ✓ Headquarters in Bilzen and 5 production sites in Europe
- ✓ Inhouse state-of the art design and development team
- ✓ All the important innovations for the beverage crates industry originated in our company
- ✓ Expert in closed loop and 'first and last mile' solutions
- ✓ Sustainability is at our core business
- ✓ Specialist in the total product development process



**€ +100M**  
Annual turnover



**>450**  
Employees



**>50**  
Countries served

**60**+

Over 60 years experience in returnable beverage crates



An expert in

- 01** Customized solutions
- 02** New product development
- 03** Mould development



# About DW Reusables

The logo for AB InBev, featuring a stylized yellow and green circular icon to the left of the text "ABInBev" in a bold, black, sans-serif font.The logo for Tönnissteiner, featuring the brand name in a black, serif font with a red horizontal bar underneath the word "TÖNNISSTEINER".The logo for ZARA, featuring the brand name in a large, black, serif font.The logo for Carlsberg Group, featuring the brand name in a green, serif font with a crown above the 'b' and the word "Group" in a smaller, black, sans-serif font below it.The logo for Coca-Cola, featuring the brand name in its iconic red, cursive script.The logo for Pepsi, featuring a red, white, and blue circular icon to the left of the word "pepsi" in a blue, sans-serif font.The logo for Decathlon, featuring the brand name in white, bold, sans-serif font on a blue rectangular background.The logo for ASOS, featuring the brand name in a bold, black, sans-serif font.The logo for Heineken, featuring a red star to the left of the word "HEINEKEN" in a green, bold, sans-serif font.The logo for Britvic, featuring the brand name in a green, bold, sans-serif font with a small green leaf icon to the right.The logo for Suntory, featuring the brand name in white, bold, sans-serif font on a light blue rectangular background, with "SUNTORY BEVERAGE & FOOD" in smaller white text below it.The logo for Molson Coors, featuring a yellow and blue circular icon to the left of the words "MOLSON COORS" in a black, sans-serif font, with "beverage company" in smaller text below.The logo for Mahou San Miguel, featuring a red "m" to the left of the words "MAHOU SANMIGUEL" in a black, sans-serif font.The logo for Duvel, featuring a red crown above the word "Duvel" in a red, serif font.The logo for Asahi Group, featuring the brand name in a blue, sans-serif font with a yellow and blue arc below it and the word "GROUP" in a smaller, black, sans-serif font below that.

# About DW Reusables

## Fully recyclable

DW Reusables only produces products that are reusable, and fully recyclable after their useful long lives.



Our products have an average life span of +10 years



At the end-of-life, the products are returned to our facilities to be reground and turned into new products



Fully closed loop system



✓ Pallets



✓ Trays



✓ Retourpacks



✓ Dispensing Containers



✓ Totes



✓ Crates

# Pilot project

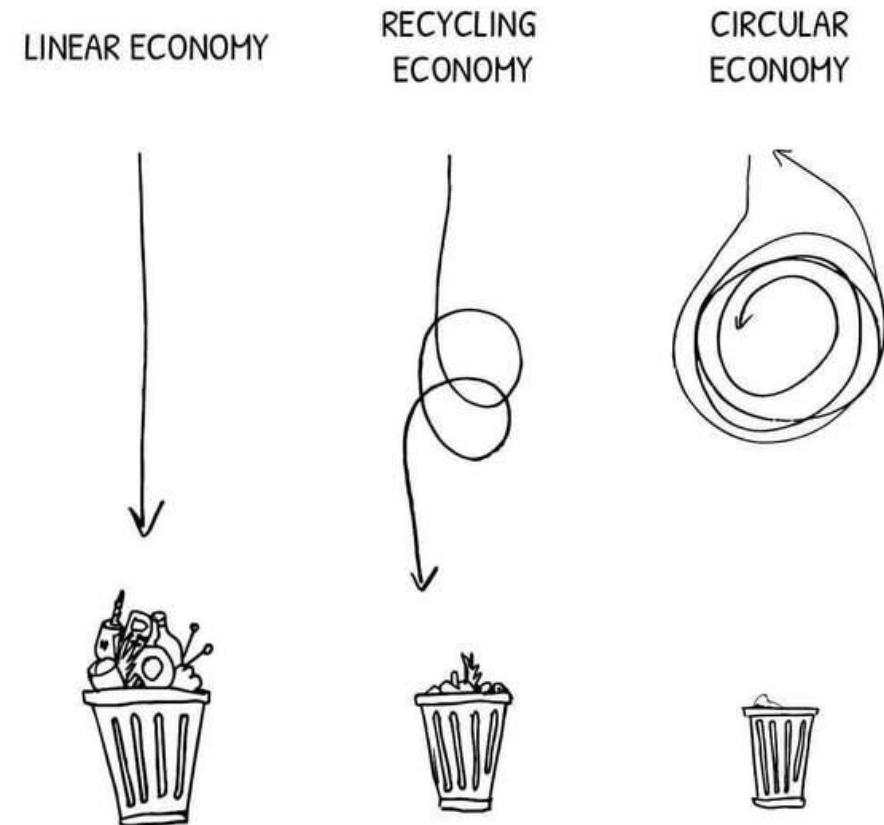
- The first returnable packaging for beer on the shelves
- First and last mile solution
- Returnable via Reverse Vending Machines (Tomra)
- The customer pays a small deposit
- Funded with "Living Lab" project in context of Green Deal Anders Verpakt





# From Linear to Circular

- The packaging circulates between the brewery, the retailer and the end-consumer
- This first and last mile solution can not be found in many other supply chains
- A deposit keeps the material in the loop -> (collection rate +95% for beverage crates)
- After a life span of multiple years, the material returns to our facilities to be reground and turned into new products



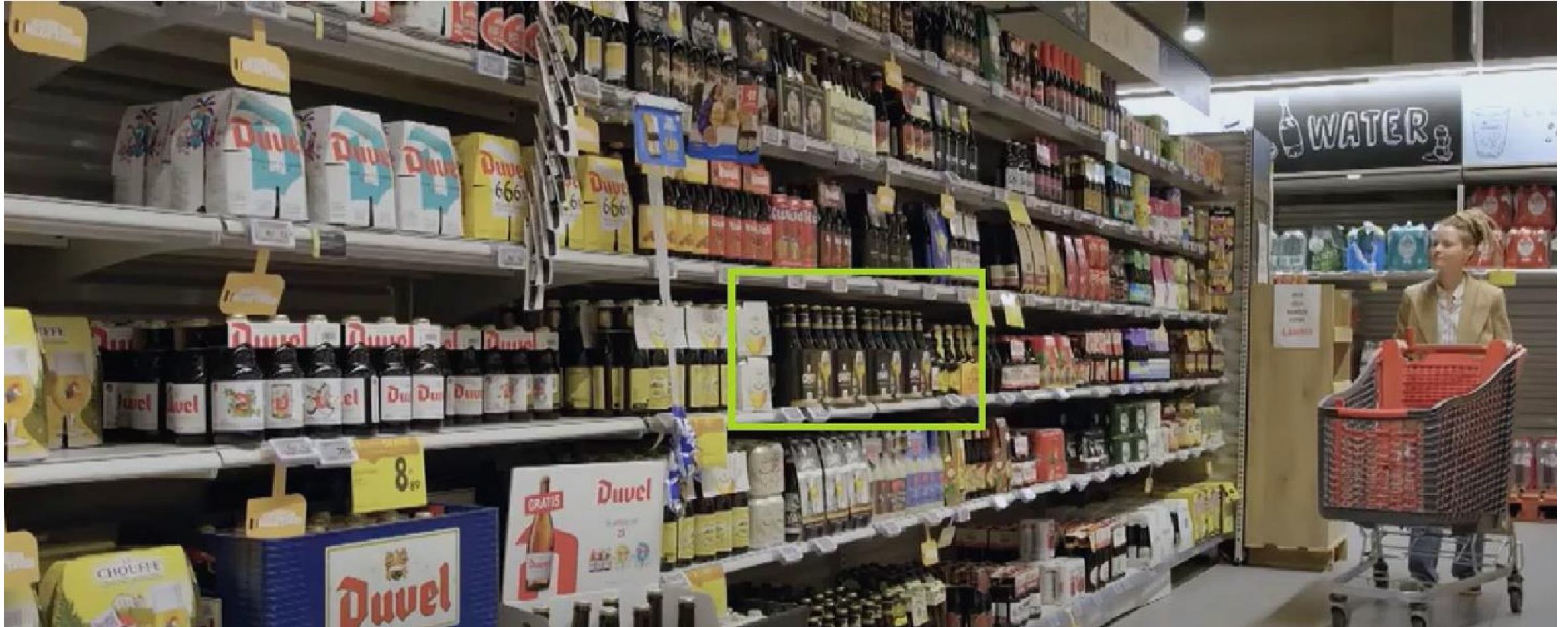
Consortium



Fevia



# Problem statement & goal of the project

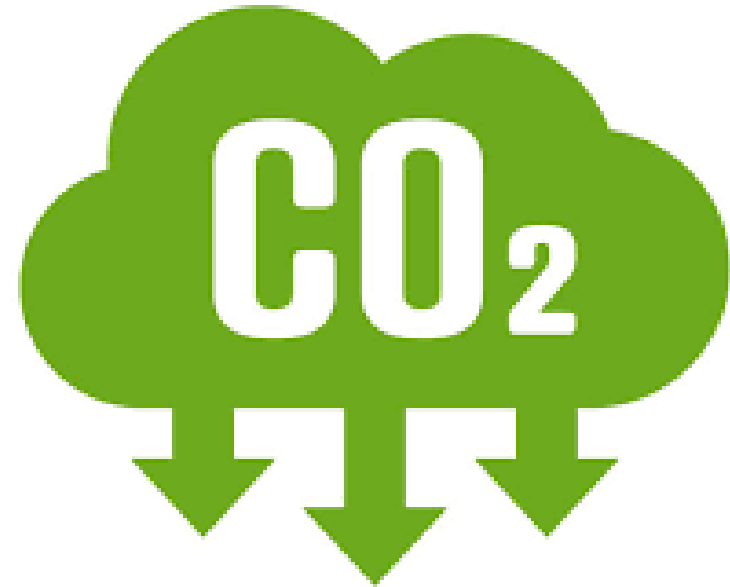




# Problem statement

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- An independent LCA by the Copernicus University for Sustainable Development, shows that the SIXPACK in combination with reusable glass <sup>(1)</sup> **emits 46% less CO<sub>2</sub>** than cans with a plastic film<sup>(2)</sup>, **and 64% less CO<sub>2</sub>** than single-use glass in combination with a cardboard <sup>(3)</sup>.
- The LCA also shows that returnable packs in combination with reusable glass have a lower impact on all other environmental impact indicators, including water usage



# Problem statement

During its life cycle, **only 1 returnable pack** replaces:



# UID Benefits



## For Carrefour

- Solution for efficient deposit management

## For the Swinkels brewery

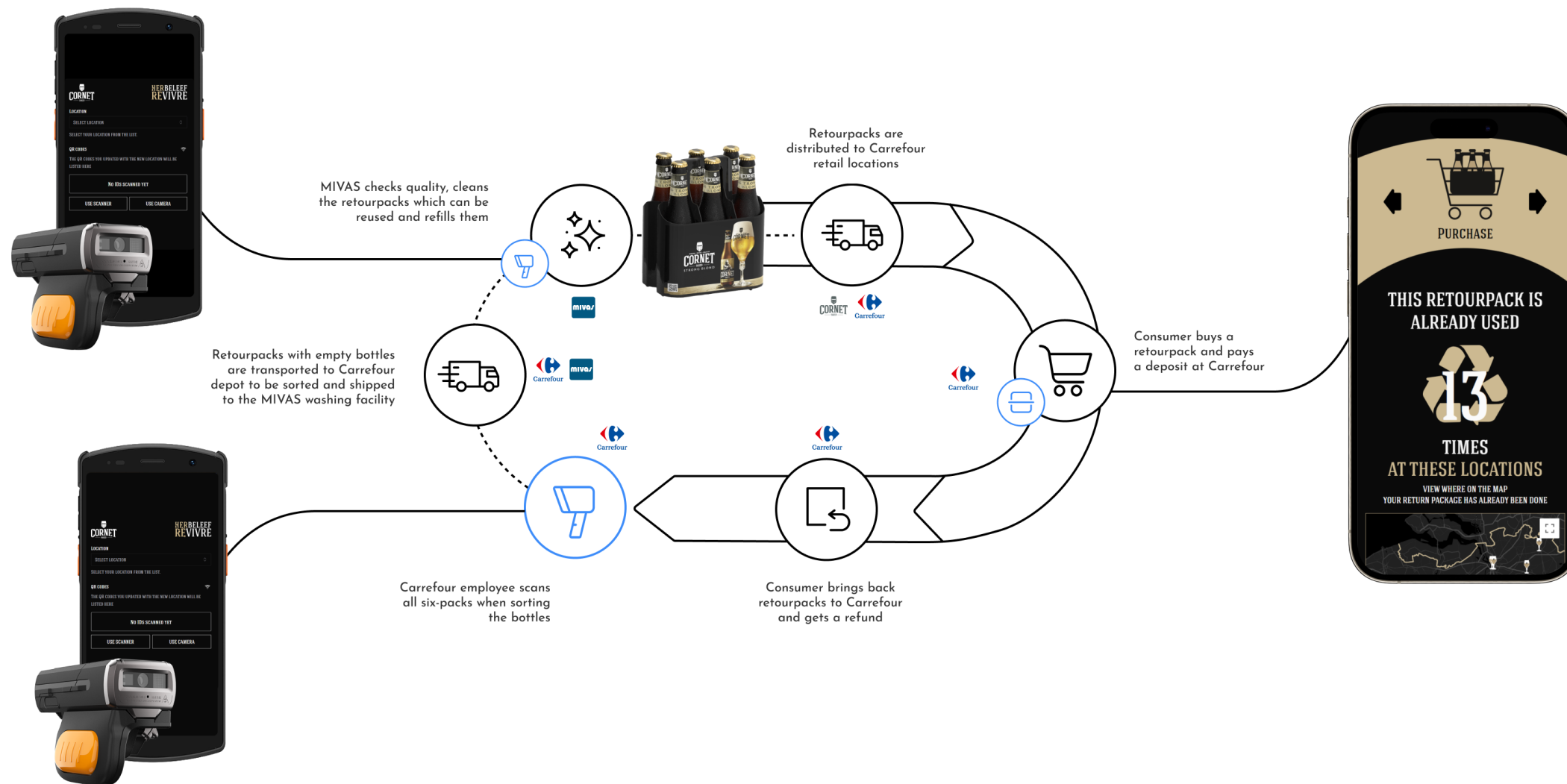
- Improved customer experience, marketing videos,.
- Community building

## For DW Reusables

- Possibility to market as PaaS
- Usage Data and traceability, such as number of rotations
- Digital Product Passport

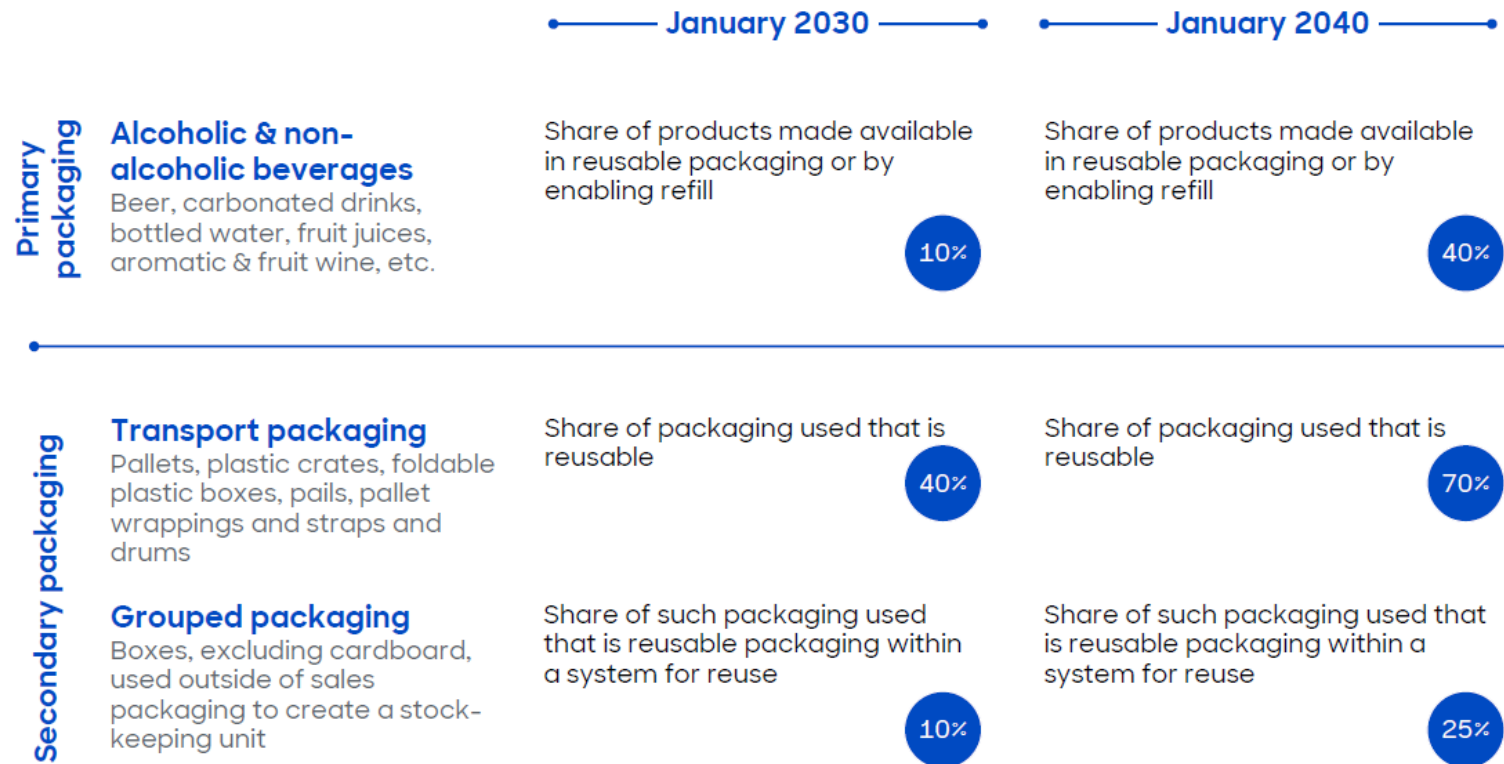
**Supply Chain Tracking:** Return to depot date, status ('in use' 'at depot' 'at brewery') ...

# Pilot project





# An answer to reuse targets in the PPWR for the beverage industry



# Goal of the project

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- 1. Facilitate as a pioneer:** with this consortium we want to take a pioneering role to accelerate the transition and shape our role in this circular future
- 2. Accelerate:** with a test pilot understanding what it will take to realize returnable shelf ready packaging on a large scale.
- 3. Maximizing potential:** Belgium is already a pioneer in returnable primary packaging, the potential for returnable secondary packaging still needs to be shaped and utilized.
- 4. Strong partner network:** A transition to returnable packaging on the shelves has an impact on the entire packaging value chain. To guarantee the change in the longer term, we formed a strong network of partners who are willing to take the plunge.

**Facilitate<sup>(1)</sup> and  
accelerate<sup>(2)</sup> the  
maximum<sup>(3)</sup> reuse  
of packaging in retail  
with a strong  
partner network<sup>(4)</sup>**

# Best practices and challenges

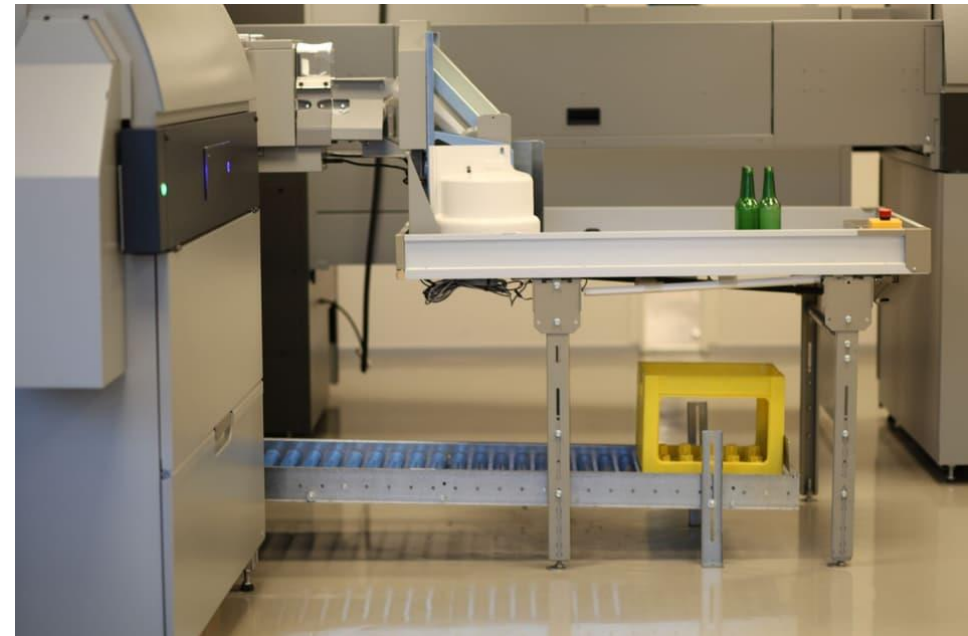
- What went well?
  - ➔ Sales + 20% in comparison with 2 previous years
  - ➔ pack positively received by consumers
  - ➔ learnings out of practice instead of theory



# Best practices and challenges

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- What did not work well?
- ➔ Training staff on correct scanning
- ➔ Adjusting Return Vending Machines (Tomra)
- ➔ Customers keep the pack at home as a “gadget”

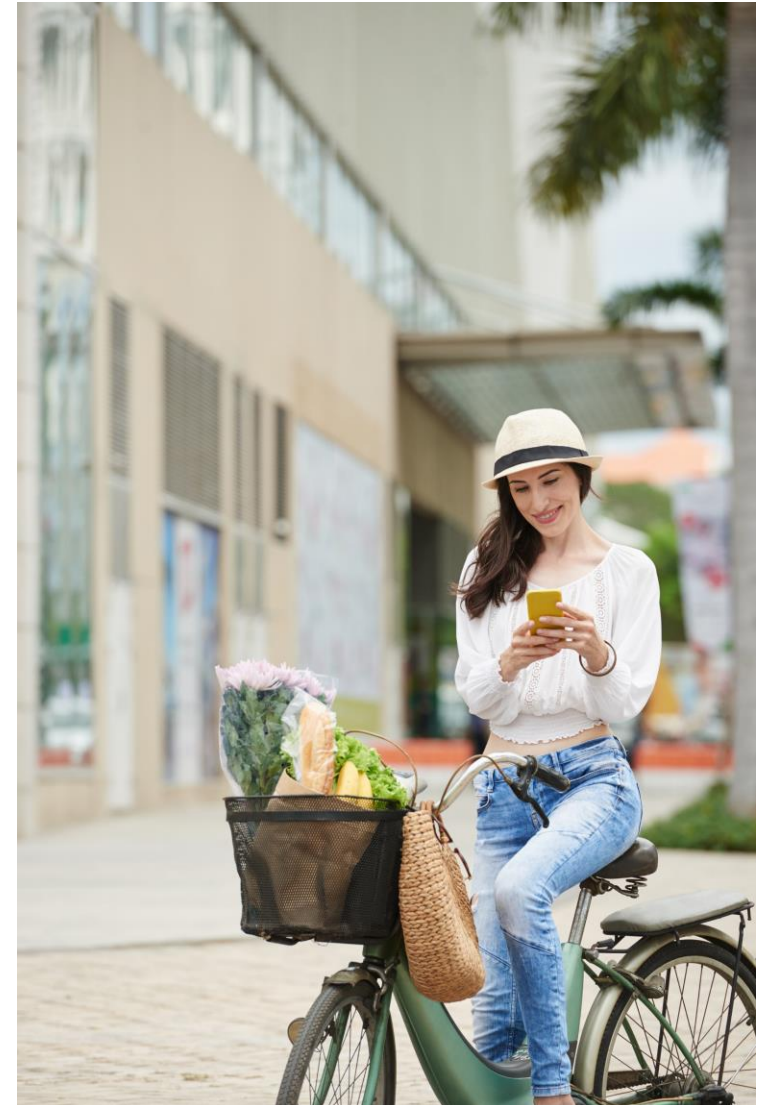




# Experience on behaviour change

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- Trend towards smaller packaging sizes
  - Young people choose to live in bigger cities
  - Groceries by foot or by bicycle
  - Elderly people prefer smaller packaging
- Consumers are increasingly more conscious about packaging and packaging waste
- Pilot live sinds September 2024; too early to draw conclusions



# What's next?

- To scale, we need:
  - New development 2025/2026
  - Packs as a service: fully serviced pool of packs that can be hired (pay per rotation)
  - No more crates in the retail, only packs
  - Packs: 4/6/8-bottles
  - Suitable for different bottles
  - Integrated barcodes/Rfid for deposit self-management, traceability and consumer interaction



# Thank you

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- VIDEO LINK: [Living Lab RETOURPACK ENG subtitles](#)
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