

SUSTAINABILITY

Using Reusable Packaging To Go Green



A Better Way

ORBIS®

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GOING GREEN TO SUPPORT THE CIRCULAR ECONOMY

World Class Companies Strive for Sustainability Across the Supply Chain

As leading companies continue to refine their environmental practices to drive sustainability, they scrutinize every point in their supply chain, including the packaging used to move, handle or store their product, for opportunities to make positive environmental impacts.

Reusable Packaging Supports Environmental and Sustainability Initiatives

The use of plastic reusable packaging effectively stops waste at the packaging source to prevent the entry of disposable packaging in the solid waste stream. The long service life of reusable containers, pallets, totes and metal racks allow them to be used over and over again in place of single-use packaging and limited-use wood pallets. When compared to single-use or disposable packaging, reusable packaging enables significant “source reduction”.

What Makes Packaging Sustainable?

The Sustainable Packaging Coalition has defined criteria for sustainable packaging. It states that to meet sustainability requirements, packaging must:

- Be beneficial, safe & healthy for individuals and communities throughout its life cycle
- Meet market criteria for performance and cost
- Sourced, manufactured, transported, and recycled using renewable energy
- Maximize the use of renewable or recycled source materials
- Be manufactured using clean production technologies and best practices
- Be made from materials healthy in all probable end of life scenarios
- Be physically designed to optimize materials and energy
- Be effectively recovered and utilized in biological and/or industrial cradle to cradle cycles



Why Reusable Packaging?

ORBIS Corporation helps world-class customers move their product faster, safer and more cost-effectively with reusable totes, pallets, containers, dunnage, carts and racks.

ORBIS believes there is a better way to optimize today's supply chains, with reusable packaging products and packaging management services.

ORBIS packaging professionals listen and learn about customers' pain points with the goal to collaborate, discover and facilitate a better way for our customers to move product in their supply chain. Reusables are designed for a long service life and multiple trips and are intended to replace single-use totes and pallets in the supply chain.

87% of consumers will have a more positive image — **and 88% will be more loyal** — of a company that supports social or environmental issues.

Using a proven approach, ORBIS experts analyze customers' systems, design a solution and execute a reusable packaging program for long-term cost savings and rapid ROI. Using life-cycle assessments to compare reusable and single-use packaging, ORBIS helps customers reduce their overall environmental impact.

How Does ORBIS Support the Circular Economy?

A more sustainable business starts with the supply chain and how product and parts are stored, handled, transported and delivered. The take-make-waste philosophy no longer meets societal requirements. The circular economy concept — which is based on a continuous flow of product in the value circle — is the future of a successful, sustainable supply chain. It focuses on designing out waste (reduce), keeping products in use (reuse) and regenerating natural resources (recycle/renew).

As a steward of sustainability, ORBIS is committed to driving the circular economy and a better world for future generations through environmentally-friendly product design, sustainable operations and material usage.

The three principles of the circular economy include the 3Rs: Reduce, Reuse and Recycle. The implementation of reusable packaging is the catalyst to ensure companies can achieve all 3Rs, while delivering supply chain efficiency, cost savings and operational productivity.



ORBIS helps companies reduce/eliminate waste associated with single-use or expendable packaging; reuse packaging assets over a long service life and recycle packaging at the end-of-life, so packaging is repurposed into other useful product and never enters the solid waste stream.

REDUCE

- With reusable packaging, ORBIS helps companies reduce and eliminate expendable packaging in their supply chain. This allows companies to reuse totes and pallets to eliminate recurring expendable packaging purchases and associated disposal and recycling of expendables.
- The useful life of reusable pallets is approximately 18 times longer than wood pallets, according to a Virginia Tech Center for Packaging and Unit Load Design study. These pallets travel up to 200 cycles compared with wood pallets that travel 11 cycles.
- Reusable packaging can reduce greenhouse gas emissions, solid waste and energy usage in the supply chain when compared with disposable, or single-use, packaging. ORBIS uses Franklin and Associates Life-Cycle data.
- Environmental Audits – ORBIS conducts audits of customer's supply chains to compare single-use and reusable options. ORBIS uses environmental calculators to provide unbiased results in the areas of solid waste, greenhouse gas emissions and energy usage. With these audits, customers have a side-by-side comparison of expendable vs. reusable to make the best decision for their supply chain.

REUSE

- ORBIS designs product with sustainability in mind. By design, ORBIS products are fully reusable for multiple trips and years of reuse.
- To accelerate the benefits of reuse, ORBIS Reusable Packaging Management helps customer with Packaging asset management, cleaning and tracking services.
- Reusable packaging is standardized, which speeds up load/unload times and eliminates touches — in turn, reducing labor costs and allowing more-efficient labor reallocation.
- Dimensionally consistent packaging ensures a fully cubed-out truck, optimizing transportation costs.
- Reusable packaging is ideal for automated supply chains, resulting in accelerated picking, accurate fulfillment and less system downtime.
- Reusables are designed to keep plants and equipment clean and won't leave dust and debris behind, which can lead to less product recalls.
- Despite the higher initial investment, reusable packaging demonstrates a stronger return on investment over its lifetime when compared with disposable packaging. ORBIS works with companies to calculate ROI and payback on the investment.
- Costly product damage from loose pallet boards or crushed boxes can be minimized with the durability of reusable packaging.

ORBIS® reusable pallets
last 18 times longer than
wood pallets.⁴

REUSABLE

Up to **200** cycles

WOOD

11 cycles

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⁴According to the Virginia Tech Center for Packaging and Unit Load study, 2018.

RECYCLE/REPURPOSE

- Reusable packaging can be manufactured, used, reused and reprocessed without impacting the solid waste stream, unlike single-use corrugated boxes and limited-use wood pallets.
- With **Recycle with ORBIS** program, end-of-life customer packaging is recovered, recycled and reprocessed back into useful product. Often for a credit for future implementations.
- ORBIS utilizes recycled content in the manufacture of its products and is always exploring and recovering sustainable and innovative post-consumer and post-industrial materials.
- ORBIS' **Ocean in Mind** program uses recovered single-use plastic material collected near major waterways, helping to clean up coastline waste and stimulate local economies. Once collected, the plastic is sorted, reprocessed and used to make reusable packaging for the supply chain. ORBIS collaborates with customers to integrate this material into products to fit their specific supply chain needs and sustainability goals.



REPURPOSING PLASTIC WITH THE
OCEAN IN MIND



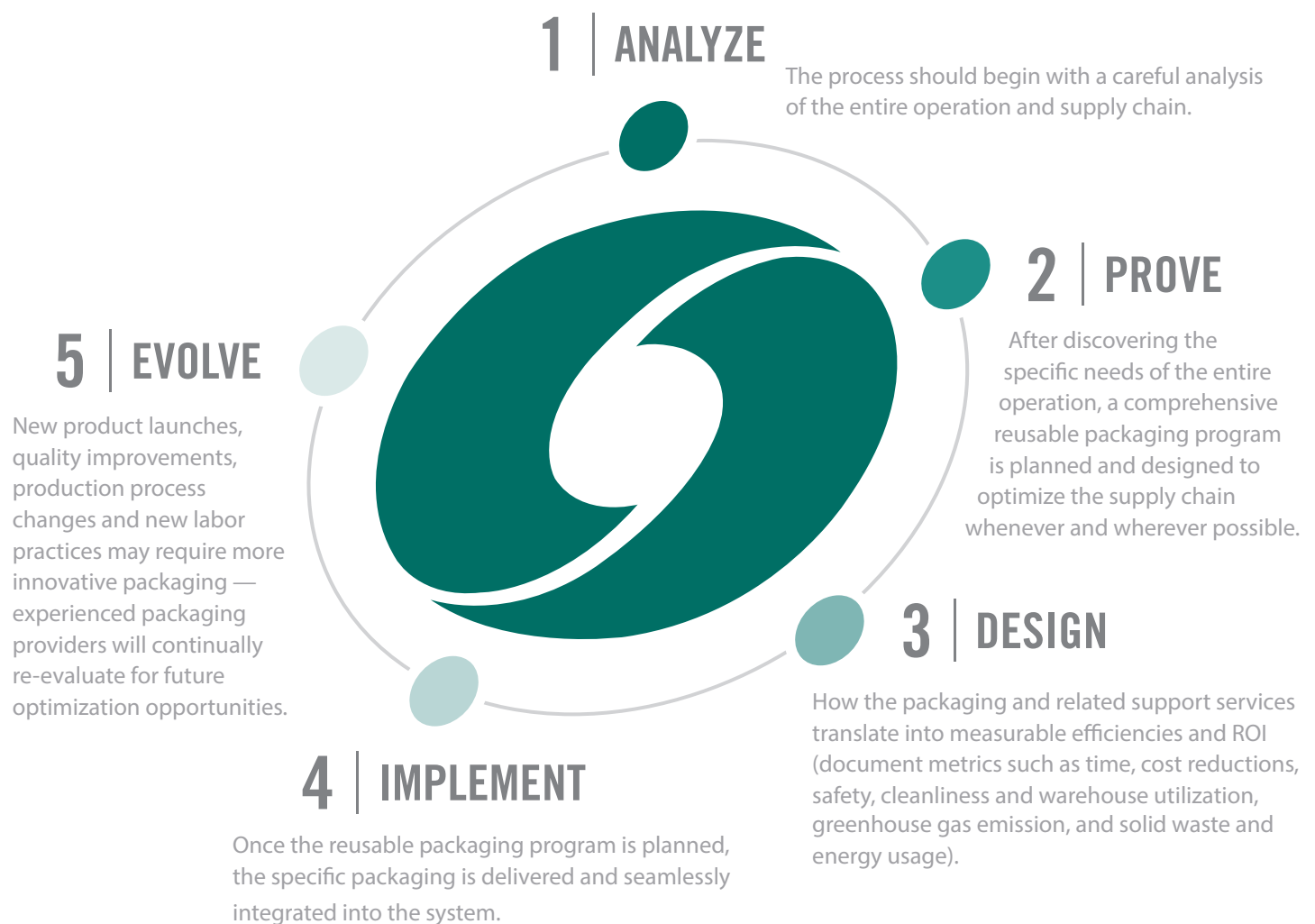
How Does ORBIS Help Companies Implement Reusables?

ORBIS works with today's companies to analyze their supply chain for opportunities to drive sustainability, operational efficiency and cost savings.

With life-cycle data, ORBIS compares reusable and single-use packaging and calculates the environmental impacts, in terms of solid waste, energy usage and greenhouse gas emissions. This unbiased analysis provides companies with measurable data as they make the switch to reusables.

Not only does ORBIS offer solutions to support today's leading companies, it's also a steward of sustainability, tracking and measuring its own impact on the environment and annually publishing the results in its Corporate Social Responsibility Report. With strong industry, supply chain and application experience, ORBIS analyzes customers' systems, designs solutions and executes reusable packaging programs for long-term cost savings and environmental sustainability in the circular economy.

Collaborating with ORBIS through five simple steps will ease integration:



Show Me the Numbers

Work with your packaging supplier to conduct environmental audits. Compare and evaluate your packaging options, in terms of energy usage, solid waste and greenhouse gas emissions.



Typical Implementation Objections








- 1/ Reusable Packaging Asset Management:** As companies implement reusable packaging, asset management can be a difficult transition. Support is available — ORBIS Reusable Packaging Management — and includes asset management, cleaning, tracking, repair and replenishment.
- 2/ Stakeholder Acceptance and Endorsement:** In most organizations, accomplishing this involves planning, training and testing to ensure all players embrace the new processes and work effectively with the new system. ORBIS works at all levels of an organization to seamlessly implement a successful packaging program.
- 3/ Initial Investment:** The initial investment in reusable packaging is different than purchasing disposable packaging — ORBIS works with companies to calculate ROI and payback on the investment.
- 4/ Coordinating End-of-life Packaging:** ORBIS provides a sustainable way to get rid of excess, surplus, damaged or obsolete reusable packaging with a program designed to recover, recycle and reprocess reusable packaging at the end of its service life. Its Recycle with ORBIS program is available for packaging at end of life.

Overcoming Objections

- 1/ Begin With a Pilot Program:** Gain stakeholder acceptance by getting them involved in packaging decisions early in the process. Depending on your organization, it's often beneficial to implement reusable packaging through a pilot program and adjust the process once learnings have been gathered.
- 2/ Manage Packaging for Long-term Benefit:** Regular system evaluation is critical in order to track the use of reusable packaging, coordinate washing or sorting services, oversee equipment changes and address issues as they arise.
- 3/ Plan Ahead:** It's important to consider supply chain impact and packaging needs as soon as a change is anticipated. Allow time to test packaging prototypes in the supply chain and to work with and adjust various areas of the plant to facilitate the flow of goods.

A BETTER WAY

Reusable packaging improves the flow of product all along the supply chain, to reduce total costs. ORBIS uses proven expertise, industry-leading knowledge and superior products to create reusable packaging systems that help world-class companies move their products faster, better, safer and more cost effectively.

-  REDUCE WASTE
-  SAVE COSTS
-  IMPROVE EFFICIENCY
-  OPTIMIZE SHIPMENTS
-  PROTECT PRODUCT
-  OPTIMIZE AUTOMATION
-  REDUCE TRIP COSTS



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