The power of reuse & refill

Global landfill challenges and rising consumer demand for sustainable packaging are driving brands, especially in the beverage sector, towards reuse and refill models. This infographic highlights how pressure-sensitive labels play a vital role in enabling these circular strategies, reducing waste and fostering a more sustainable future.

The rise of reuse & refill

41% of consumers associate sustainable packaging with reuse/refill.

Reusable glass
63% lower GHG emissions vs. single-use glass.

Reusable PET
70% less water use vs. single-use PET.

Regulations like PPWR mandate
10% reusable beverage packaging in Europe by 2030, **with a goal of 40% by 2040.**

Overcoming barriers to scale

Consumer reluctance to return packaging

Quality concerns: Health, safety, and a perceived lack of premium quality in reusable packaging.

Logistics sorting and returns

Need for traceability: Tracking reuse cycles is crucial for quality, inventory management, and forecasting.

Cleaning and refilling costs: Maintaining or removing/replacing packaging decoration adds complexity and cost.

Pressure-sensitive Labels: Enabling efficient and effective reuse

QR codes on pressure-sensitive labels can increase consumer adoption by providing return instructions and promoting engagement.

Decorative pressure-sensitive labels enhance brand perception and combat negative views with a premium look and late-stage differentiation.

RFID-enabled pressure-sensitive labels simplify bottle sorting and logistics.

Wash-off adhesives reduce cleaning costs by enabling quick label removal, saving time, energy, and resources.

Unlock the potential of reusable packaging
A newly released white paper, "Pressure-sensitive labels and their role in making packaging circular," explores how brands, packaging decision-makers, and recyclers can make packaging circular.

Download our white paper at makingpackagingcircular.com

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