

Reuse at Scale

How Standards unlock real-world scalability

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What we heard today

- **From Emmy:**
 - why reuse is essential, environmental upside, fragmentation of challenges
- **From Dirk:**
 - industry action is happening, and standardised technologies such as RFID facilitate scalability



The pieces to the puzzle

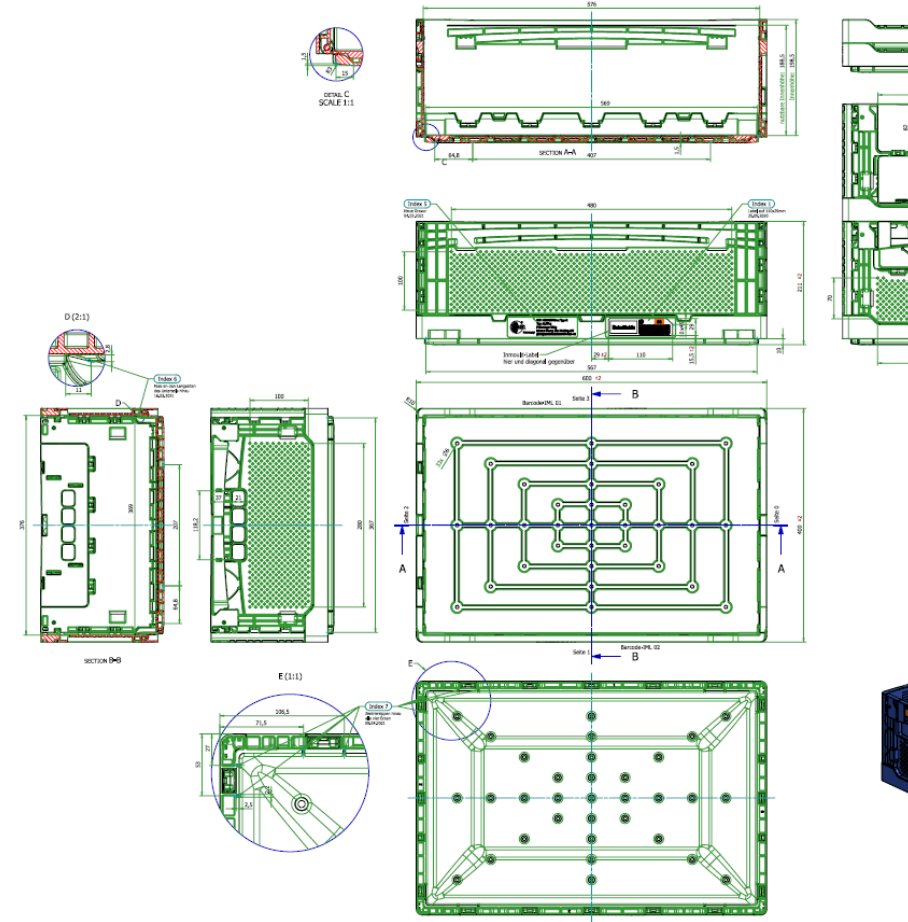
Many pieces are
needed to make
Reuse right



#1 Design for Reuse

Product design matters

- Durability;
- Identifiability & Digital Layer;
- Stackability;
- Cleanability;
- & more



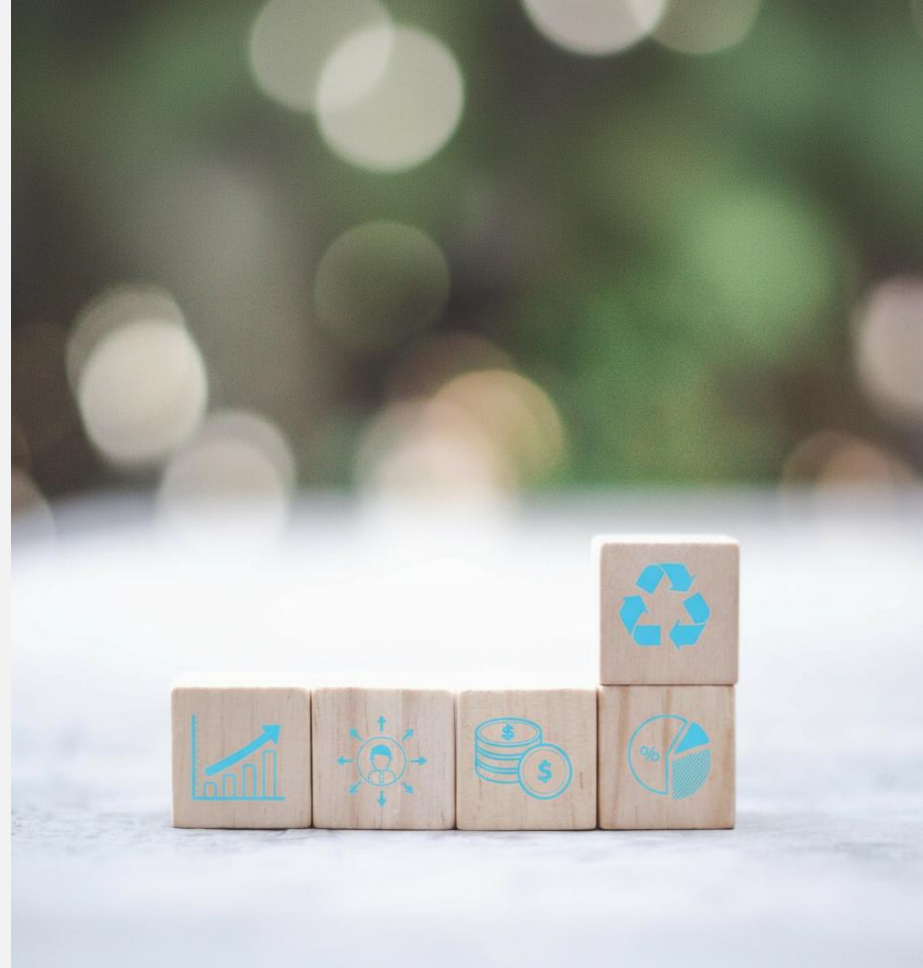
#2 Logistics for Reuse

Reuse shifts complexity
downstream:
from sorting, to return rates,
cleaning flows, & more



#3 Business Model

- Win-win Economic Logic for Reuse
- Cost & Environmental BENEFITS
- Alignment of Stakeholders Incentives



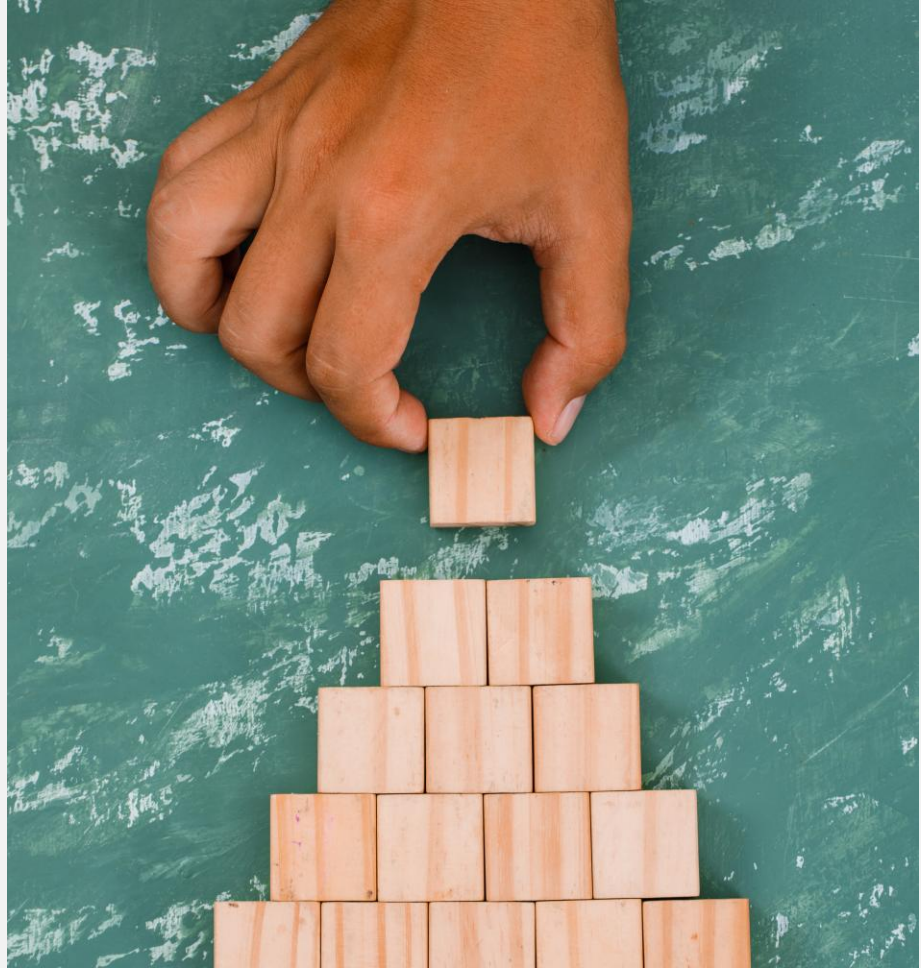
#4 Strong Foundations

Avoid Critical Failure Points

- Non-standard designs
- Poor identification
- Inefficient logistics flows

GS1 as a **backbone**, with consistent

- Identification (GRAI, etc)
- Traceability (EPCIS)
- Interoperability (data models)



Legislation as a Catalyst, not a constraint



Always learning

- We are not in full deployment mode
- Reuse is not plug-and-play
- Key puzzles to solve along the way
- PILOTS are essential
- We must explore new use cases (displays, etc)



Call to action

- P&G and more companies are paving the path
- But a few frontrunners are **not enough**
- Reuse systems only work AT SCALE
- Keep eyes open and join upcoming pilot opportunities!
- Join the journey

