

Data as driving force behind Smart Packaging

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Packaging Strategy Colruyt Group

Our Commitments by 2025

- ✓ 100% packaging to be reusable or recyclable
- ✓ 100% of fiber based packaging to contain recycled content or be certified deforestation free
- ✓ 50% recycled content in PET beverage bottles



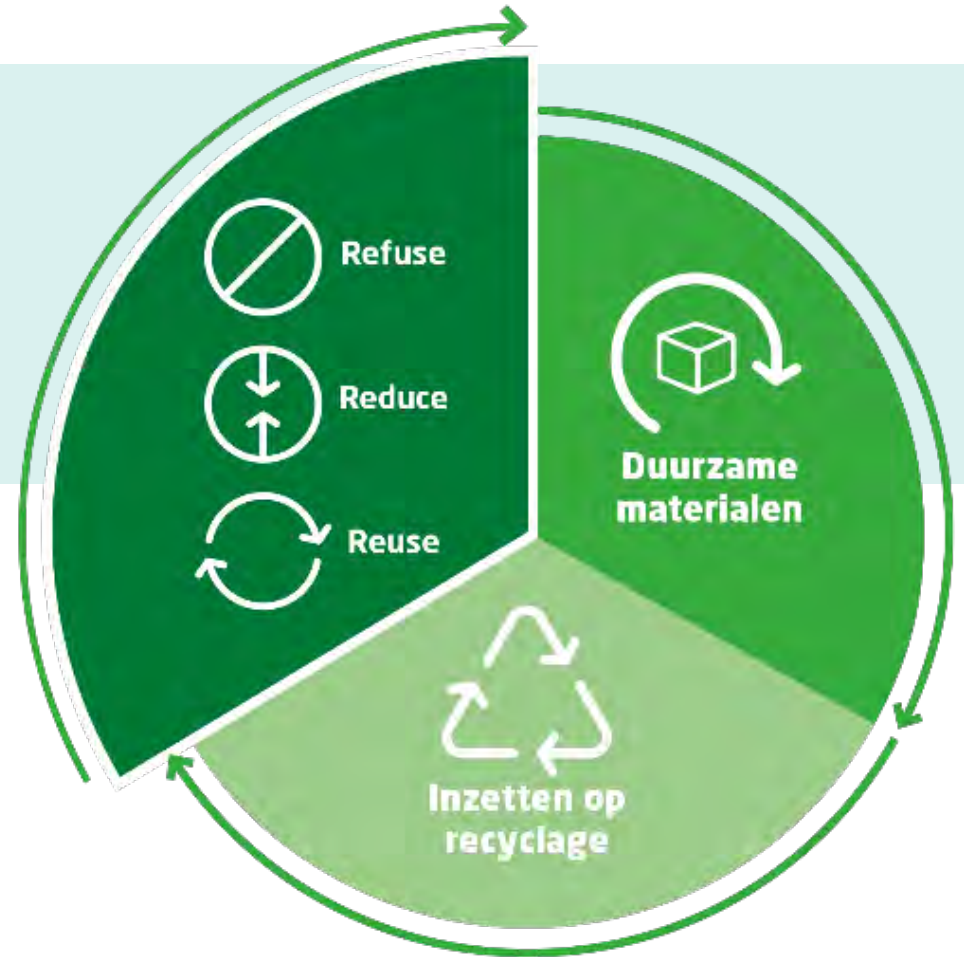
Optimise design



Source sustainably



Support recycling



Refuse & Reduce



We ban packaging whenever possible



When no essential function: direct removal



Reduction of material



Refuse & Reduce



We ban packaging whenever possible



Challenges



Tracing packaging which can be approved



Updating packaging data



Reuse



By 2025, our private label packaging is recyclable or **reusable**.



Refill stations for dry food and liquids @ BioPlanet



Innovation tracks



Reuse



By 2025, our private label packaging is recyclable or **reusable**.



Challenges



Data infrastructure & take back logistics



Other way of working so other kind of data necessary



New legislation requires additional data to be available



Recircle – recycled content



By 2025, our **PET beverage containers** will consist of minimum 50 % recycled PET.



Maximize recycled content in other (food) packaging.



Recircle – recycled content



By 2025, our **PET beverage containers** will consist of minimum 50 % recycled PET.



Challenges



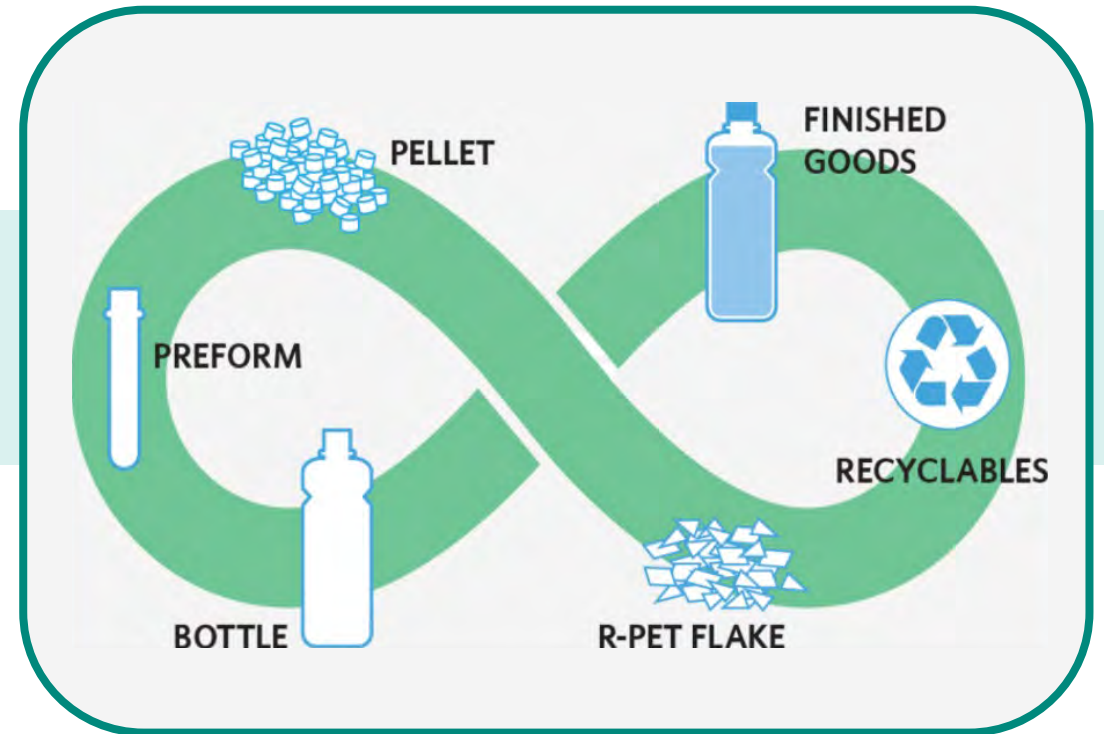
Percentage of recycled content needs to be known



Certification is necessary – correct green claims



New legislation will set additional targets for recycled content



Recycle



By 2025, our private label packaging is **recyclable** or reusable.



Ban all black plastic packaging by 2025



Monomaterial where possible



Replace coloured PET with transparent PET



Recycle



By 2025, our private label packaging is **recyclable** or reusable.



Challenges



Which packaging is not recyclable?



Packaging material of all packaging components need to be known



Levies are based on the type of material



Sorting instructions need to be available



Importance of correct data



Correct data is crucial



Levies are based on type of material



Correct claims, no greenwashing



Eco-score and annual report depend on correct data

#dreamtogether

Together we work on the challenges to
realise our ambition.



Capture all data that is necessary



Standardisation if possible



Upgrade data quality



Use data to improve packaging

LINEAR
ECONOMY



RECYCLING
ECONOMY



CIRCULAR
ECONOMY





Thank you!

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