

THE REUSEABOX MODEL



CONTENTS

- 1.0** The Reuse Opportunity
- 2.0** How the Reuseabox Model Works
- 3.0** The Problem with Recycling
- 4.0** The Reuseabox Process
- 5.0** The Benefits of a Reuseabox Model
 - 5.1** Environmental Benefits
 - 5.2** Environmental Forecast
 - 5.3** Social Media Sharing Graphics
 - 5.4** Operational Efficiency
 - 5.4** Reuse Ambassador Insight
- 6.0** The Million Tree Pledge

1.0

THE REUSEABOX MODEL

Reuseabox is an environmental initiative designed to track and reduce the environmental impact of your waste packaging. We exist to create a better world with less waste.

If your organisation produces used cardboard boxes, you could be doing something better than recycling. When it comes to your waste cardboard, reuse is *the* best thing you can do for the environment - and we can help you do that.

It's completely free to join Reuseabox, there are no charges and we offer free ongoing training.



2.0 HOW THE REUSEABOX MODEL WORKS

THE Reuseabox REUSE MODEL

YOUR COMPANY GENERATES USED CARDBOARD BOXES

WE COLLECT BOXES

WE COLLECT THEM IN OUR REUSEABOX TRUCK (SIR DAVID ATTENBOARD)

WE PROVIDE YOU WITH DETAILED WASTE REPORTING OUTLINING YOUR ENVIRONMENTAL ACHIEVEMENTS

SIR DAVID ATTENBOARD BRINGS THE BOXES BACK TO REUSEABOX HQ

WE QUALITY CHECK THE BOXES TO MAKE SURE THEY'RE UP TO THE REUSEABOX STANDARD

WE DELIVER BOXES

COMPANIES BUY THE USED BOXES AND WE DELIVER THEM

THIS COMPANY IS HELPING TO SAVE TREES, CARBON, WATER AND ENERGY BY SAVING CARDBOARD THAT WOULD HAVE BEEN DISPOSED OF TOO EARLY



3.0 THE PROBLEM WITH RECYCLING

The process of recycling cardboard requires vast amounts of energy and water and produces large volumes of CO2 emissions.

Cardboard cannot be recycled infinitely. Each time it is recycled, the fibres are stretched which affects the quality. Most new board is manufactured with a proportion of new pulp resulting in the destruction of even more trees.

STANDARD RECYCLING PROCESS



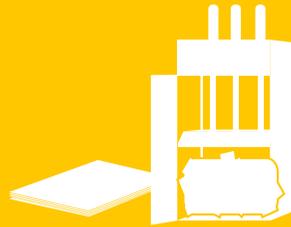
SORT

Used boxes are unpacked on the production line and put into plastic dolavs.



MOVE

When the bin is full an operative wheels the bin to the waste area.



BALE

Operative takes out each box, flattens it and feeds it into the baler.



MOVE

Operative moves bales by forklift and stacks in the stand trailer.



COLLECTION

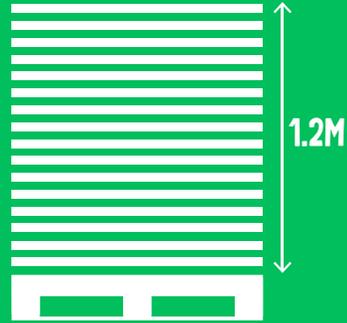
Recycling contractor collects the stand trailer.

4.0 THE REUSEABOX PROCESS



PALLETISE

Boxes are palletised at point of un-pack on the production line.



STACK

Stack used boxes on a pallet (1.2m tall).



REUSE

Reuseabox collects pallets for free and diverts used boxes back into the supply chain.

SUPPORT

We provide free on-site training sessions along with supporting documents and videos.

5.0 THE BENEFITS OF THE REUSEABOX MODEL



ENVIRONMENTAL BENEFITS

Our unique Carbon Footprint Tool tracks your environmental savings.



OPERATIONAL EFFICIENCY

Palletising boxes for reuse can be 3x more efficient.



REPORTS AND GRAPHICS

Get free eco reports outlining your environmental savings.

5.1 ENVIRONMENTAL BENEFITS

Diverting your used cardboard boxes to reuse is the most environmentally sustainable way of disposing of your cardboard waste.

Cardboard waste falls under your **scope 3 emissions**. Our unique Carbon Footprint Tool enables us to track and measure the environmental benefits achieved through cardboard reuse. We provide quarterly environmental reports that enable you to **track your progress** and provide evidence on your journey towards net zero carbon.

As an environmental company we also believe in the importance of giving back in return for the natural resources we use. For this reason we **donate a proportion of our profits** to the tree planting organisation, Ecologi. Your quarterly reports will also include a tree certificate detailing how many trees your boxes have helped to plant.



5.2 EXAMPLE ENVIRONMENTAL FORECAST FOR 1 YEAR*

377

TREES SAVED

150**

TREES PLANTED

211,789

NO. OF BOXES
REUSED

101

TONNES OF CARDBOARD
REUSED

22.9

TONNES OF CARBON
SEQUESTERED

52.7

TONNES OF CARBON
SAVED

2,425,853

LITRES OF WATER
SAVED

483,052

KWH OF ENERGY
SAVED

YOU WILL SAVE THE EQUIVALENT OF...



Taking **1,283 CARS**
off the road for 1 week



Filling **30,323 BATHS**
with water

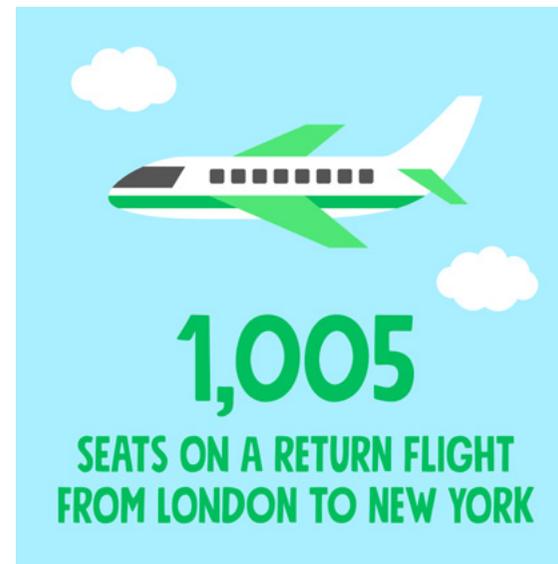
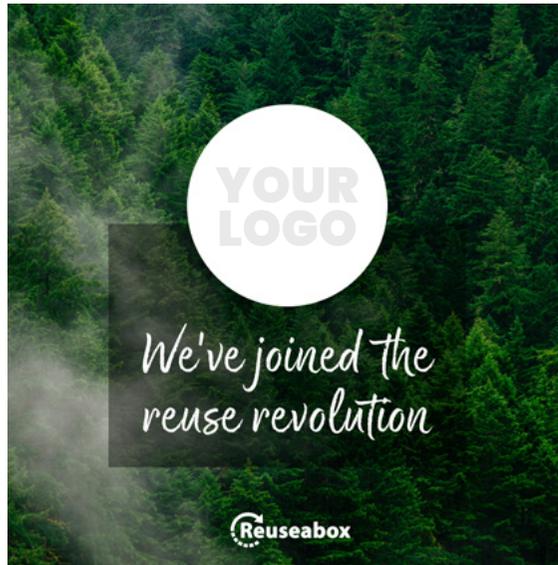


Powering **1,570 HOMES**
for 1 week

* This example forecast is a case study of a yogurt manufacturer.

** We plant trees each time your boxes are reused, so this figure is an estimate.

5.3 SOCIAL MEDIA SHARING GRAPHICS



5.4 OPERATIONAL EFFICIENCY

Implementing a Reuseabox model can also improve the efficiency within the cardboard waste stream of most companies.



STORAGE

Palletising boxes at the point of unpack is the most efficient way to store your reusable boxes.

Store 3x as many boxes compared to using dolavs.



TRANSPORT

3 x less movements from the production line.



BEFORE



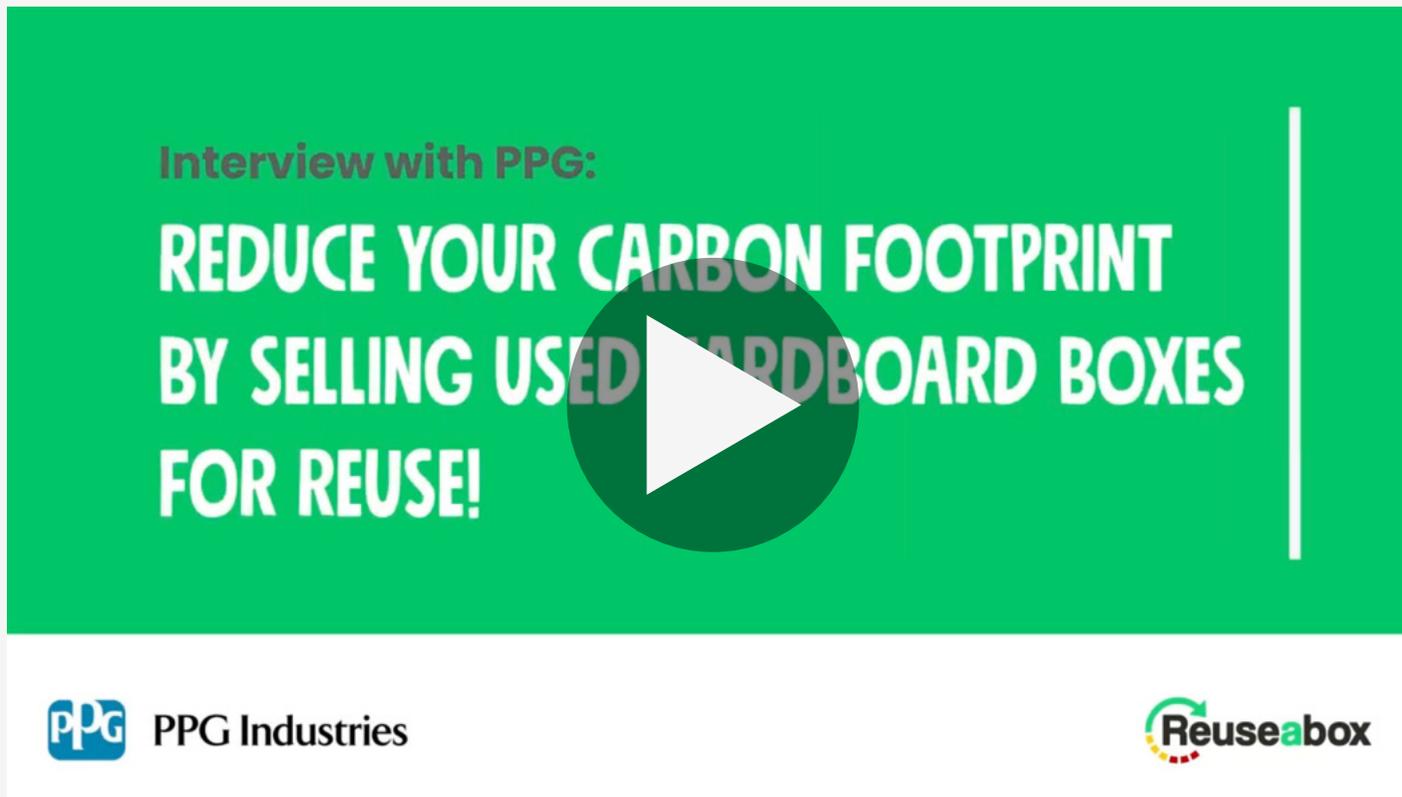
AFTER

5.5 REUSE AMBASSADOR INSIGHT

PPG Industries are a global manufacturer of paint, they became a Reuse Ambassador in 2020 and have now diverted 98% of their used boxes to Reuse across their UK factories!

Here's what Chris Smith, Project Manager at PPG Industries, had to say about the benefits of a Reuseabox Model.

[PPG Interview: Reduce your carbon footprint by diverting your used boxes for reuse!](#)



Interview with PPG:
**REDUCE YOUR CARBON FOOTPRINT
BY SELLING USED CARDBOARD BOXES
FOR REUSE!**

 PPG Industries

 Reuseabox

The image is a video thumbnail with a green background. It features the text 'Interview with PPG:' in a dark green font, followed by the main title 'REDUCE YOUR CARBON FOOTPRINT BY SELLING USED CARDBOARD BOXES FOR REUSE!' in large, bold, white capital letters. A white play button icon is centered over the text. At the bottom, there are two logos: the PPG Industries logo on the left and the Reuseabox logo on the right. A thin white vertical line is positioned on the right side of the green area.

6.0

THE MILLION TREE PLEDGE

In 2022 we started planting trees through Ecologi. We also joined the Million Tree Pledge and committed to planting a million trees by 2030! We've decided to make the pledge as a business to show that we're serious about tackling the climate emergency.

When you partner with Reuseabox you're helping us to achieve this goal! Let's reforest the Earth together.

[Read Our Pledge](#) and find out more about why we're planting trees.





JOIN THE REUSE REVOLUTION TODAY!