

Packaging optimization



The economic advantages of packaging optimization

In addition to the obvious environmental advantages, packaging optimization almost always has a positive impact on operating costs and results. Below you will find an overview of the economic advantages that packaging optimization offers.

prevent **pack**

Reduced costs

Direct costs

- **Purchasing materials.** Primary raw materials are becoming increasingly scarce and costly. By reducing the quantity of materials used, you are therefore saving on purchasing costs. Moreover, recycled materials are often cheaper than virgin materials.
- **Waste processing.** Reducing the amount of packaging material lowers the cost related to waste processing. Materials that contain fewer or no harmful substances are often easier and less expensive to process.
- **Transport and storage.** Make sure the packaging and the product are perfectly aligned. Less weight and less volume also means lower costs for transport and storage. This is certainly true for products that need to be transported over great distances.
- **Reduced losses due to damage or deterioration.** Packaging optimization ensures that your products are better protected and preserved. This means you are reducing the risk of damage or deterioration during transport and storage as well as any costs associated with the latter.

Indirect costs

- **Simplified production processes.** Packaging optimization often leads to an optimization of production processes as well. The less varied packaging materials you use, the simpler the production process will become.
- **Fewer safety risks.** The use of less harmful materials increases your employees' safety and reduces the risk of accidents.
- **Improved stakeholder relationships.** Packaging optimization is good for your image and creates goodwill with all your stakeholders. This means it will be easier for you to attract new employees, find new customers and construct a better relationship with the authorities.

good to remember

Packaging optimization reduces costs: less material, less waste, cheaper transport and **reduced losses.**

Packaging optimization may result in **improved stakeholder relationships.**

New and improved packaging **can boost** sales of existing products.

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Increased sales

• **Ecology sells.** Consumer demand for sustainable products and sustainable packaging is constantly increasing. By optimizing your packaging, you will attract new customers and increase your market share. This also applies to companies that sell to businesses and local authorities—green procurement is becoming increasingly important in the purchasing policy of many organizations.

• **New packaging, new momentum.** By introducing new packaging for your product, you can boost sales of existing products. It also presents an occasion to communicate with customers and create new commercial opportunities.

Tools and services for optimizing your packaging

Fost Plus and VAL-I-PAC offer a series of tools and services that can help SMEs optimize their packaging – quickly, tailor-made and free of charge!

Counter

Frontline advice for your packaging. You send your existing packaging or a prototype of your new packaging to the packaging specialist at Fost Plus, who formulates initial recommendations for

your packaging's sustainability and recyclability.
prevention@fostplus.be

QuickWin diagnosis

One day of free advice from a packaging specialist. A packaging specialist spends one day at your business premises and identifies potential areas in which you can improve your packaging. You receive a report with specific tips and quick wins as well as advice

for the long term, which you can discuss directly with your packaging supplier(s).
prevention@fostplus.be



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Pack4ecodesign

Simplified life cycle analysis for your packaging. You go to the online tool and enter a number of basic details for your packaging. The tool calculates your packaging's environmental impact (on CO₂, water and energy) for each phase of its life cycle. You receive tips and advice for each step on how to improve your packaging, and you can measure the impact of the improvements using a

simulation. In addition to the free tool, there is also a paid expert version available which can perform a more detailed, customized life cycle analysis for all your packaging. All Fost Plus members are entitled to a discount on this expert version.

www.pack4ecodesign.org

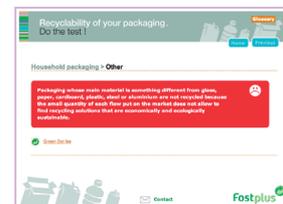
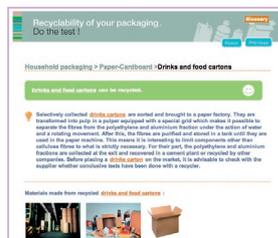


Pack4recycling

Analysis of your packaging's recyclability. You answer a number of simple questions related to your packaging and the materials used and immediately discover the recyclability of your packaging.

You obtain an overview of the main points of concern and how its recyclability can be improved for each type of material.

www.pack4recycling.be



Preventpack

Information platform for prevention and packaging optimization. You can stay up to date with new trends in the world of packaging with the regularly published editions of Preventpack. You can find dozens of specific cases of companies that have implemented packaging optimization in practice on the website.

www.preventpack.be

In addition to Fost Plus and VAL-I-PAC, many other organizations also offer services related to ecodesign. Please visit the websites for more information.



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Ecodesign – the key to success

UCM's ecodesign department helps SMEs to adopt a general approach that reconciles economic development with respect for the environment. The approach takes account of all phases of a product or service's life cycle—including packaging—to reduce its environmental impact to a minimum throughout the entire process.

The diagnosis comprises three phases:

Phase 1 : Assessment

In an initial meeting, which lasts half a day, the consultants increase the participants' awareness of ecodesign in the company. They perform an assessment of what is at stake for the company and determine a specific ecodesign strategy in consultation with the management.

Phase 2 : Areas for improvement

The consultants produce a study, based on the information and documentation collected, which identifies the different approaches for an improved ecodesign for the product or service.

Phase 3 : Ecodesign strategy

In a second meeting, a tailored report is presented. The consultants propose a customized ecodesign strategy, together with the financial and human resources available in the region to help SMEs to implement the project.



For additional **information**

www.eco-conception.fr | www.unizo.be | www.ucm.be | www.ovam.be



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