

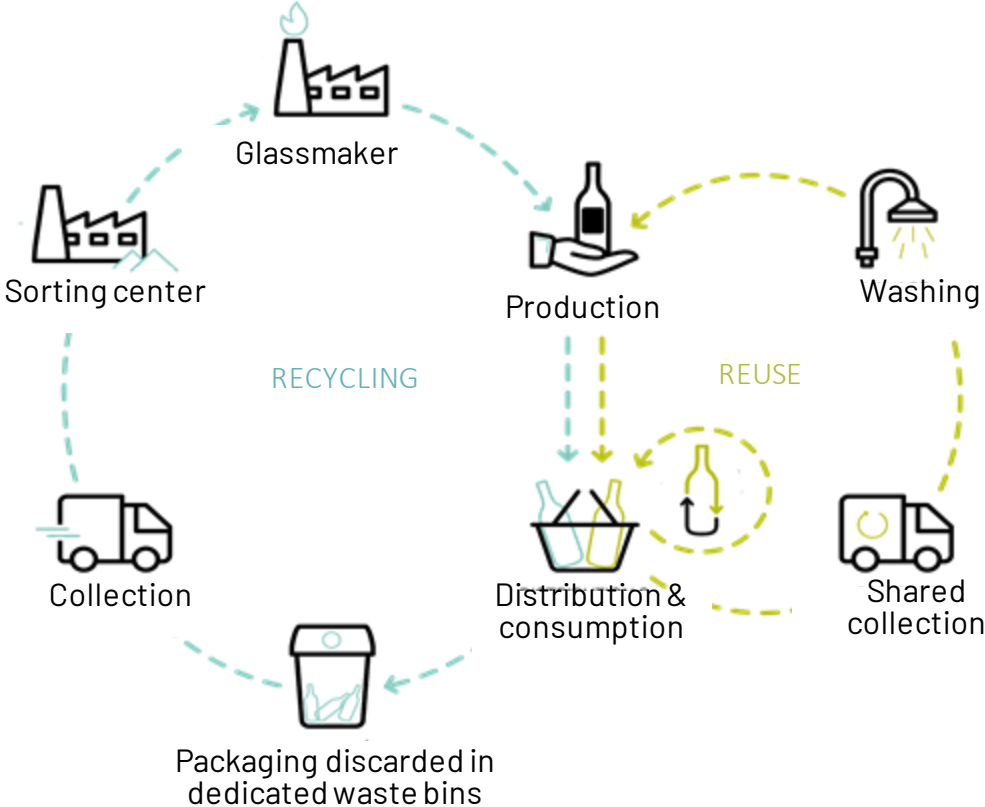


Bout' to Bout': REUSE OPERATOR OF GLASS CONTAINERS

Environmental and societal stakes

RECYCLING

- ✗ Fusion 1600°C for 24H
- ✗ Recycling outside the region



REUSE

- ✓ Local employment
- ✓ Support of local producers and local consumption



-76% energy **-33% water** **-79% CO2 emissions**



Bout' à Bout' makes it possible to reuse glass containers, a new purchasing model for consumers

88 % of French people support the return of a deposit system on glass bottles. *FIFG for WWF - 2019*

63 % of French people say they "pay attention" to the packaging at the time of purchase. *YouGov Survey 2019*

Many regional initiatives

2016

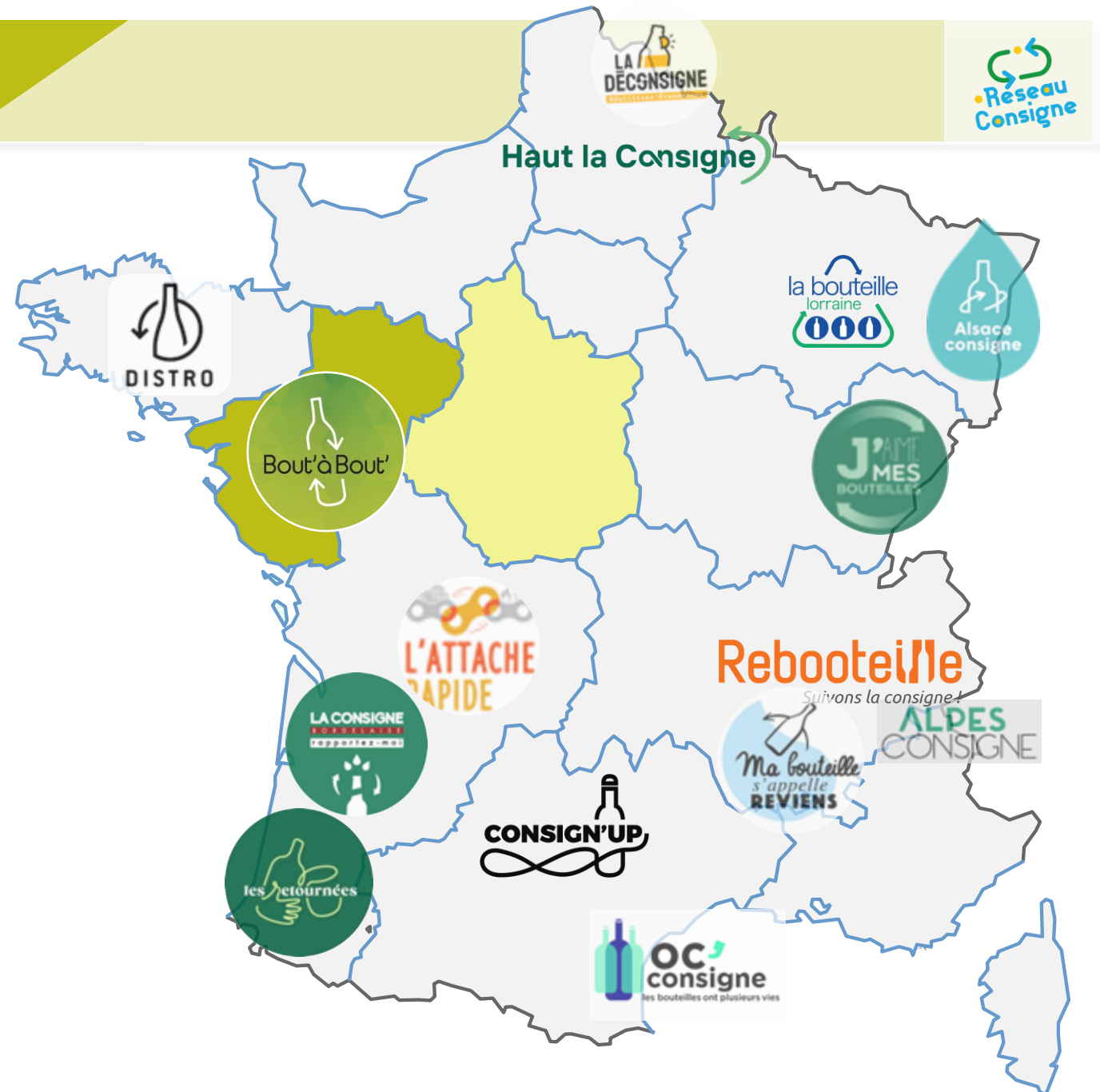
Associations, citizens' initiatives
Only 2 washers still in operation for external washing

2020

Emergence of new regional reuse operators

2022

Beginning of consolidation between regional reuse operators



Supporting
producers

Developing the
collection network

Collection
sorting,
massification

Ensuring washing
and quality

Selling repacked
containers



At the beginning of 2022,
60 producers



185 partnering collection points



6 transport partners in 3
departments



96% of bottles reused after
washing



400,000 bottles resold
to producers

Bout' à Bout' operates a reuse model on glass bottles and jars

Our marketers buy our washed and reconditioned containers like new ones.
The price includes collection in the network, sorting, washing and palletizing.

Journey of reusable packaging

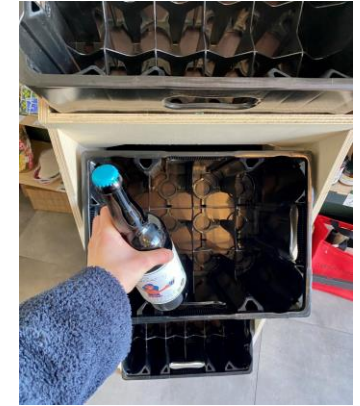
1.

Producers put on the market containers suitable for reuse.



2.

Consumers bring back dirty containers to any partnering point of sale in the network.
Voluntary contribution



3.

Bout' à Bout' organizes the collection in partnering points of sale in the network via its transport partners.



4.

After massification, the containers are washed locally, then repacked and delivered to the producers.



National standardization

Benefits of standardization

- ✓ *Guarantee that the bottles are suited for reuse*
- ✓ *Limited sorting and logistics flows*
- ✓ *Collection by formats and not by producers: reduced storage*
- ✓ *Bottles can be reused by local producers*

However, a "Standard range" is still in the process of being defined

Regular glass and market contacts

Current standards



Which bottle for juice, milk, soup?



Experimentation on label removal conditions



Most bottlers no longer use cold glue labels.

They use adhesive labels that are not water-soluble.



Impulse of a national pictogram

Objectives :

- Standardize existing regional approaches and provide consumers with a common national pictogram for reusable bottles

Enable local producers to reuse product packaging coming from other regions



Découvrez le **réseau régional des acteurs engagés** pour le réemploi des bouteilles en verre !



Filtrer les 184 résultats

VIDER

Nom, ville, ...

FILTRER

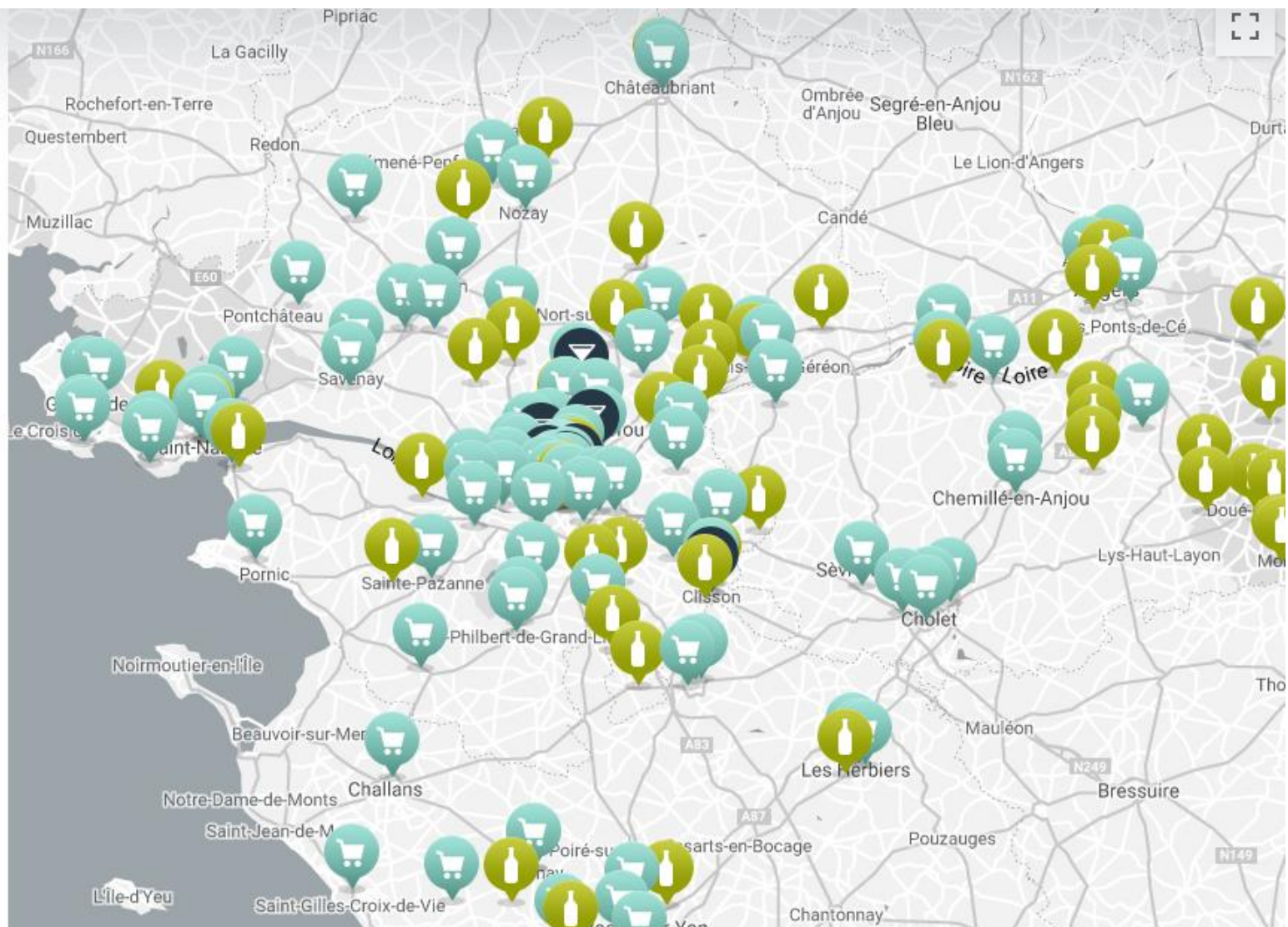
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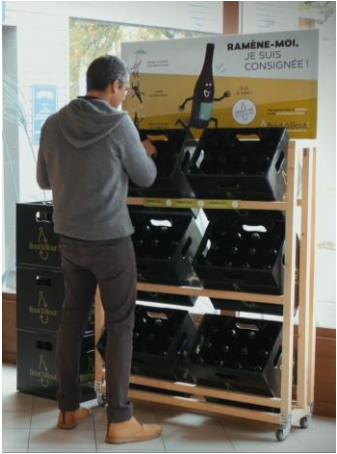
Boisson



Achat / Retour de bouteilles



Extension of the collection network



Direct sales + grocery stores + organic supermarkets (B2C) ---> *return rate and accessibility*

- direct delivery by producers
- highly local distribution
- high return rates
- need for crates to initiate the collection process



Cafes, Hotels, Restaurants (B2B)

---> *captive volume*

- packaging remains on site
- practice of monetary deposit (reverse logistics)
- search for local references



Supermarkets (B2C)

---> *global volume*

- (semi)-industrial marketers
- platform procurement
- need for a reverse vending machines
- difficult to set up the monetary deposit

Logistics dedicated to reuse

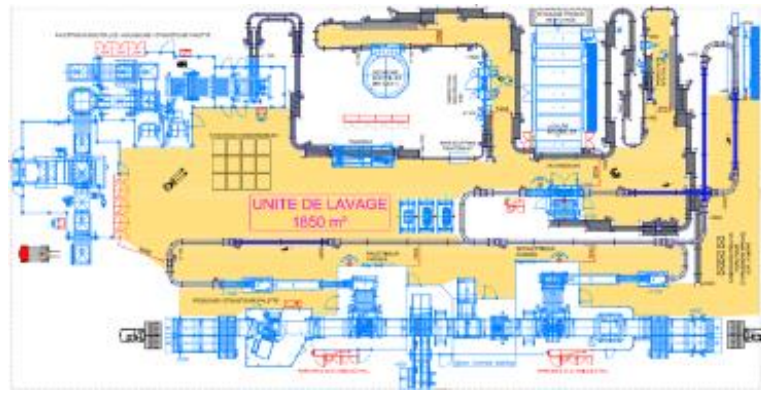


Challenges in France

Work with all territorial actors and regional recycling operators

- ▶ Create a common label and specifications
- ▶ Propose a homogeneous offer between the different territorial actors for national marketers
- ▶ Address "key account" contacts with a single response







QUESTIONS ?