

Bold Moves: How Brands are Succeeding with Reusable Packaging

Learn reuse strategies from the Portland Trail Blazers, Starbucks, Imperfect Foods and more.

BOLD
REUSE



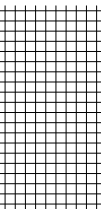
**BOLD
REUSE**
Eat.
Return.
Reuse.

Bold Reuse Case Studies: Portland Trail Blazers at the Moda Center

Learn how the Portland Trail Blazers implemented a reusable foodware program at the Moda Center

BOLD
REUSE





Bold Reuse: Leading the Movement to a Greener Future with Reusable Packaging Solutions

As a Co-founder of Bold Reuse, I am thrilled to present our latest ebook, "Bold Moves: How Brands are Succeeding with Reusable Packaging." In this ebook, we share case studies and insights from leading companies in various industries that have successfully implemented reusable packaging solutions to reduce waste and lower their carbon footprint.

By providing a sustainable alternative to single-use plastic packaging, companies can improve customer loyalty and reduce costs. However, implementing reusable packaging programs can be challenging for businesses that lack the infrastructure and experience to do so.

Through the inspiring stories of brands like the Portland Trail Blazers, Starbucks, and Imperfect Foods, we showcase the strategies and best practices that have helped them overcome these challenges and succeed with their reusable packaging programs. By highlighting their achievements, we hope to inspire other companies to take bold steps towards sustainability and reduce their impact on the environment.

We're excited to share this informative guide with you and hope it will inspire you as you embark on your reuse journey. Thank you for joining us in our mission to create a more sustainable future.

Sincerely,

Heather Watkins

CRO

Bold Reuse

heather@boldreuse.com

Reuse for Hospitality

With governments and corporations setting ambitious goals to reduce plastic waste, there is significant opportunity for growth in the reuse industry. In particular, businesses in the hospitality industry have a unique opportunity to serve and collect reusable food and drink-ware for reuse in a closed-loop system and reduce unnecessary waste streams.

Our hospitality customers rely on the Bold Reuse platform to implement reusable return programs to meet waste and carbon reduction goals and improve their customer experience.



Portland Trail Blazers Pilot a Reusable Foodware Program at Moda Center



The Portland Trail Blazers have for a long time led the charge for a greener NBA. Faced with external changes to local waste management, impending net zero guidelines from the NBA and increased pressure from fans to reduce the environmental impacts of game days, they needed a solution to reduce waste in the arena. They reached out to Bold Reuse in the summer of 2022 to support piloting a reusable foodware program in the arena.



"Rip City is committed to protecting our environment and we are always looking for innovative and sustainable ways to reduce our impact. We are excited to announce that we are launching a first-of-its-kind initiative to implement reusable food ware at our concession stands in the Moda Center to support our journey to zero waste."

Brittany Saulsbury, Sustainability Operations Manager, Rip City Management

The Solution

Bold Reuse was selected by the Portland Trail Blazers and their concessionaire partner, Levy Restaurants, to spearhead the Rip City Reuse program. This pioneering initiative involved the introduction of reusable food ware at Moda Center's Club Level concession stands, setting a new standard for the industry.



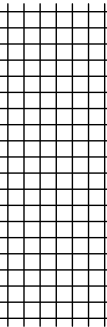
Bold Reuse collaborated closely with various teams at Moda Center to ensure the successful implementation of their innovative initiative. By working hand in hand with the sustainability, operations, and environmental services teams, they were able to align program goals and strategies, ensuring a seamless launch. The result was a successful implementation of a groundbreaking program that achieved the desired sustainability objectives.

Bold Reuse utilized its expertise to source the most cost-effective reusable packaging options and supported packaging customization. Once containers are used, they are collected by the Moda Center's environmental services team to be picked up by Bold. Bold then backhauls the reusable assets to be QA'd, cleaned, sanitized and transported back to the arena for reuse.

Bold Reuse's technological solutions enable the tracking of data from every collection, providing insights into the impact and progress of the program. With this data, Bold Reuse identified opportunities to drive program improvements, including efforts that saw a 38% increase in return rates.

During the season, fans were surveyed about their experience using the reusable foodware program. The sentiment was overwhelmingly positive – with a 92% satisfaction rate. 96% of survey respondents requested the program be expanded to additional products like cups and locations across the arena.

With the success of this reuse program, the goal is to expand to additional products like cups and bowls across all levels of the arena for the 2024 season.



How It Works

Customers receive food orders in reusable trays and bowls as concession stands on the Moda Center's Club Level.

- 1 Reusable packaging is provided for all customer orders at no additional cost
- 2 Once customers finish their food, they drop the empty container into any of the designated collection bins for reusables.
- 3 Moda Center staff collects and sorts out reusable packaging from other waste streams post event
- 4 Bold Reuse picks up used packaging after events. Trays and bowls are then washed, sanitized and returned to the Moda Center to be used for the next event.
- 5 Data is collected at each point in the process and shared through our analytics product that shares back critical reuse data like return rates, collection data, inventory counts and sustainability data.

Success Metrics

- ✓ Lower Waste Management costs
- ✓ High return rates
- ✓ Customer Satisfaction



Impact

88.4%

Return Rate

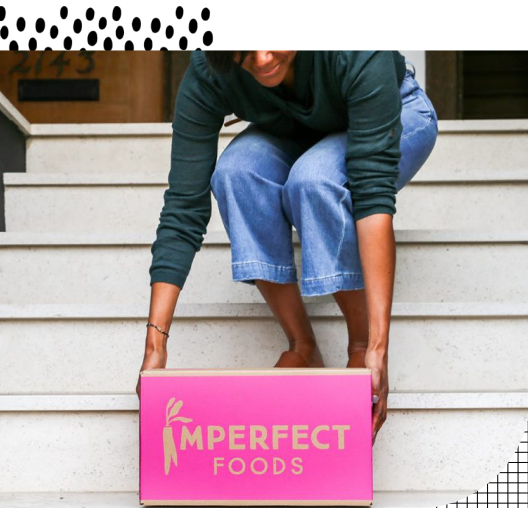
95%

Consumers love the program and want it expanded

Reuse for Meal Delivery

Packaging waste is a leading driver for customer churn within meal delivery.

Bold Reuse supports companies transitioning to reusable packaging for business operations to reduce the impact of waste on their customers while expanding brand awareness and loyalty.



Imperfect Foods Diverts Single-Use Plastics from Entering Landfills.



Imperfect Foods is a certified B Corporation on a mission to eliminate food waste and build a better food system for everyone. Every week, subscribers receive sustainably sourced groceries delivered straight to their door. Delivering fresh, quality groceries is important to Imperfect Foods and expected by their customers.

To keep customer grocery orders fresh for delivery, Imperfect Foods utilizes reusable gel-based ice packs. Customers recognize that these ice packs are reusable, and many choose to save and store the ice packs in their home freezer because it feels better than throwing them away week after week. However, customers quickly grew dissatisfied as the packs accumulated and took up space in their freezers. Unwilling to throw these products away, Imperfect Foods' customers began demanding a sustainable solution that aligned with the company mission. A 2020 customer survey found that reducing the amount of packaging was the most concerning to customers.

"For the sake of our planet we need to meet this moment and run, not walk away, from single-use plastics entirely and embrace reusable options..."

Rose Hartley, Sustainability Manager, Imperfect Foods



The Solution

Imperfect Foods announced a commitment to being a net-zero carbon company by 2030. Part of that initiative includes switching packaging of items to more sustainable options including reusable packaging.

With Bold Reuse, Imperfect Foods found a way to reuse the gel packs that come with their deliveries. In comparison to compostable and recyclable packaging, the most sustainable and effective solution to reduce packaging waste is to implement a reuse program.

Imperfect Foods' National Packaging Return program limits the amount of packaging waste coming from subscriptions. With this program, customers can easily return used gel packs by leaving them outside their homes. Imperfect Foods picks up the used packaging at their next delivery.

Imperfect Foods needed a service provider to support its' reuse program across three states (WA, ID, and OR). Bold Reuse was selected to manage the reuse program for this geography.

Each week, tens of thousands gel packs are processed and prepared for reuse by Bold Reuse. Watch the process here.

Success Metrics

- ✓ Return Rate
- ✓ Pounds of waste diverted
- ✓ Customer loyalty



Impact

Imperfect Foods National Packaging Return Program is free and convenient. In its first year, the program recovered 6 million pounds of plastic. Bold Reuse helps Imperfect Foods divert 76K pounds of plastic each month.

Bold Reuse and Imperfect Foods have established an innovative strategic partnership to help customers reuse 800 thousand gel packs, diverting approximately 2.5 million pounds of waste from the landfill. Imperfect Foods understands that reducing waste and saving the environment is not a job to do alone. Bold Reuse helps to ensure Imperfect Foods reuse program runs smoothly and efficiently. The high volume of packaging return rates prove that customers are willing to make sustainable changes when given the opportunity.

1 MILLION

Gel packs
processed since
2021.

2.5 MILLION

Pounds of gel
packs diverted
from landfills.

"Our first-of-its-kind packaging return program is a powerful first step in the right direction as well as a proof of concept for the entire food industry. This is bigger than just Imperfect Foods — and we invite our counterparts across the entire food and agriculture industry to join us."

**Rose Hartley, Sustainability Manager,
Imperfect Foods**

Farm-Fresh Meals Delivered without the Waste



The Minnow is a hyper local and farm-fresh meal kit delivery service. Dedicated to sustainability, The Minnow aims to have a minimal footprint from start to finish. When owner Darren Yondorf dreamed up The Minnow, he knew it had to be a one-of-a-kind service that put our planet first and never compromise on flavor or quality. The Minnow was founded as a circular meal delivery service with a convenient delivery and pick up service using zero emissions vehicles. As a company dedicated to sustainability and ethical practices, The Minnow was seeking a packaging solution that would reflect these values while also keeping their meals safe and fresh during delivery.



"Bold Reuse has been a joy to work with from day one. They helped build a reusable packaging solution from the ground up, ordered materials, helped with design, and applied my branding. Their team has been extremely communicative and responsive as my business gets off the ground."

Darren Yondorf, Owner, The Minnow PDX

"Sustainability and waste reduction is a core tenet of what we do at The Minnow and Bold Reuse helps us fulfill that mission!"

Darren Yondorf, Owner, The Minnow PDX

The Solution

Minnow partnered with Bold Reuse as their reuse service provider for meal delivery. Together, they developed a zero-waste packaging strategy that carefully selected reusable thermal bags, containers and ice packs for durability and versatility.

As part of this strategy, Minnow delivers all meal kits in reusable insulated bags with ingredients stored in reusable containers and durable gel-based ice packs to keep food fresh. After use, customers rinse and empty the containers and return them to the insulated bags. These bags are then collected the following week, then cleaned, sanitized, dried, repackaged by Bold Reuse and reused again. Bold Reuse also supports The Minnow's inventory management, ensuring they always have an adequate supply of products.

The Minnow's goal is to streamline operations and eliminate single-use waste from their business model entirely.



Success Metrics

- ✓ New Customer Acquisition
- ✓ Customer Loyalty
- ✓ Positive Sentiment

Reuse for Foodservice

The food and beverage industry creates a lot of waste, especially for take-out. Every day, millions of people order takeout or take leftover food and drinks to-go, which results in the accumulation of waste in our homes, communities and environments.

Though many establishments have moved toward “eco-friendly” biodegradable packaging, research shows that is not the best solution to tackle our waste-crisis.

The issue lies in **single-use products**, which waste valuable and scarce resources, only to be used for a matter of minutes before being thrown away. Reusable packaging solves this problem.



Starbucks Pilots Return a cup program



Starbucks uses more than 4 billion cups per year that end up in the landfill. To combat this, they announced a massive public goal to launch reusable cups globally by 2025, and reduce waste by 50% before 2030. To reach their goal to globally launch reusable cups by 2025, Starbucks hosted a reusable cup pilot. To support their pilot they needed a sanitization and logistics provider to service a 5 store, 3 month pilot in 2021.



"We understand the interdependency of human and planetary health, and we believe it is our responsibility to reduce single-use cup waste. We will lead the transition to a circular economy."

**Michael Kobori, Chief Sustainability
Officer, Starbucks**

The Solution

Bold Reuse was selected to collect borrowed cups from stores daily that were then professionally cleaned and sanitized with commercial-grade dishwashing equipment and put back into circulation within 48 hours. During this pilot, Starbucks relied on Bold Reuse for strategy, quality assurance and data collection which added to the pilot's success. Bold Reuse played a crucial role in the triumph of the pilot program by establishing temporary operations in Seattle and proving to be an invaluable partner with excellent customer service.

Success Metrics

- ✓ Return Rate
- ✓ Customer Satisfaction
- ✓ Loyalty

Impact

10,000

Cups diverted from landfill



Bold Reuse was a critical partner in the success of this pilot. More than 10,000 cups were diverted from landfill during the 2021 pilot. Since then, Starbucks implemented 100% reusable cups in their Seattle HQ with plans to implement reusables nationwide by 2025.

Fermenter goes zero waste with reusable containers for all takeout orders

FERMENTER

Fermenter, a local plant-based restaurant in Portland, OR that specialized in fermented food and beverages. The small business used compostable foodware for takeout but grew tired of the endless waste it generated. Owner, Aaron Adams realized that compostable foodware was inadequate because it required significant resources for proper composting and ended up in landfills when improperly disposed of. Moreover, compostables were more expensive and posed a burden on the business and on the environment. Fermenter recognized the need for a truly sustainable solution, and brought on Bold Reuse to shift all delivery and takeaway services to reusable foodware.



"Our main motivation is to do good work and to thrive as a small business while minimizing harm [to the planet]"

**Aaron Adams, Owner/
Chef, Fermenter**

The Solution

In May, 2022, Fermenter joined Bold Reuse's ZERO program, which aims to convert 100% of single-use packaging into reusables through a deposit/return program. As part of the program, Bold Reuse provided custom branded reusable containers, making reuse the default option for all takeaway orders made online or in person.

Fermenter relied on Bold Reuse to create a zero waste strategy that would be seamlessly adopted by its already loyal customer base. To encourage customers to return the reusables, a fee of \$1.50 per item is included with all takeaway orders. When the item is returned, the customer receives a credit toward their next purchase.

Since the program's launch, it has been running strong. Bold Reuse collects and manages Fermenter's reusable assets weekly, eliminating the dependency on single-use containers. This program not only increases customer lifetime value, but also reduces their carbon footprint at the same time.

Success Metrics

- ✓ Reduce packaging costs
- ✓ Eliminate the dependency of single-use containers
- ✓ Eliminate the dependency of single-use containers



Impact

8,000

Food containers
diverted from
landfill

75%

Packaging Cost
Reduction

Fermenter is a fully operational zero-waste restaurant. More than 10,000 containers were diverted from landfill in 6 months from 1 location. Fermenter no longer pays for packaging costs and actually makes money off this program.

Reuse for Retail

Single-use packaging has become the standard in the food and beverage industry. In the U.S, food containers and packaging generate more than 82 million tons of waste annually² – and supermarkets need to tackle the problem.

We provide reuse strategy and technical solutions to the retail brands we service. With these retail customers, we are paving the way to make reusable and refillable options for retail products an easy and convenient reality.



² Containers and Packaging: Product-Specific Data | US EPA

Bold Reuse partners with New Seasons Market to pilot Retail Reuse Program



New Seasons Market is a chain of grocery stores located in Portland, OR and SW Washington, with a focus on local and organic products. New Seasons Market prides itself on its commitment to sustainability, ethical business practices, and community involvement.

While sustainability is ingrained within its business, single-use products are often used by customers shopping at New Seasons Markets, contributing to the organization's waste footprint. New Seasons Market is committed to developing systems that allow customers to have a lighter carbon footprint while shopping at their stores. Part of that initiative includes giving customers the opportunity to reuse locally manufactured food jars and bottles.

"One of our most important sustainable packaging strategies is developing systems that allow our customers to have a lighter environmental footprint when they shop with us. Through this unique partnership - and with the support of Metro - this reuse project will help us build the infrastructure to do just that"

Athena Petty, Senior Manager of Sustainability at New Seasons Market

The Solution

New Seasons Market and Bold Reuse partnered to launch a reusable packaging pilot for glass jars at New Seasons Market. The program is funded by Oregon Metro, and aims to test the feasibility and scalability of reuse for grocery stores.

Bold Reuse developed a closed-loop reuse model for glass bottles and jars that are commonly used by food manufacturers to package their products. The process was extensive and required the collaboration of multiple brands and organizations.

New Seasons Market, in partnership with Bold Reuse and Metro, launched a retail reuse program that implements reusable packaging for food products in glass jars. Participating brands sell their glass jar products as usual, and customers can return the used packaging to Bold Reuse drop boxes located at any of the 19 New Seasons Market stores. Bold Reuse then washes and sanitizes the containers, and distributes them back to vendors for refill and reuse.

Success Metrics

- ✓ Return Rate
- ✓ Customers Engaged
- ✓ Vendors signed on



Impact

250K

Customers Engaged

15K

Items Reused

Loop Provides Refillable Household Items to Consumers



Loop, founded by TerraCycle, provides a platform for consumers to purchase a variety of household products in durable, refillable packaging. Customers return the packaging to Loop for cleaning and refill. This approach aims to reduce waste and promote a circular economy.

Loop and Kroger initiated a pilot program in 2022 for refillable packaging at 25 Kroger-owned Fred Meyer grocery stores in Portland, Oregon. A similar pilot program is being conducted at 2 Walmart stores situated in N.W Arkansas over the course of 2023. With operations primarily in Europe, Loop was in need of a service provider to help with on the ground services in the U.S.

Solution

Loop chose Bold Reuse to support both their 2022 pilot with Kroger, based in the Portland Metro region and the 2023 pilot with Walmart, based in Bentonville, AR. We manage reusable packaging collection from store locations as well as asset data tracking that enables Loop to process customer refunds for returned products. Each week, Bold collects and processes reusable assets for Loop to sanitize and send back to manufacturers for refill. Loop has relied on our services to achieve success in the market as we provide mission-critical local support to enable large-scale reuse.



How It Works

Loop at Kroger

This pilot ran from February 2022 through January 2023. Customers could purchase over 20 products, packaged in Loop reusable containers, from end-caps and shelves in 25 Portland area Fred Meyer locations. After use, customers returned packaging to the Loop return bin at participating Fred Meyer locations. Bold Reuse visited each participating store location once weekly to collect returned packaging to backhaul to our facility. We tracked data points for each product and prepared them for shipment to be washed and refilled by Loop.

Loop at Walmart

In partnership with Walmart, Loop launched a pilot to test refillable packaging at two SuperCenter stores in N.W. Arkansas. Products in Loop reusable packaging are only available for purchase online, through the Walmart+ program. Customers then order eligible items that are delivered to their homes. Once products are used, customers can leave empty packaging outside their homes to be collected by a Walmart+ member.

Success Metrics

- ✓ Return Rate
- ✓ Customer Adoption
- ✓ Items refilled



“Bold Reuse’s flexibility, aligned mission and pricing makes them the perfect partner for Loop”

James O’Neil, Global Vice President of Operations and Supply Chain

Reuse for Campuses

Corporate and educational campuses generate a lot of waste from single-use items like disposable containers and packaging used for to-go lunches, catering, and events. This waste can harm the environment and take a long time to decompose. To reduce this waste, campuses can encourage the use of reusable containers, implement waste reduction policies and educate employees and students about the importance of waste reduction.



Reusable Foodware for Corporate Offices



Squarespace in Portland, OR encountered a challenge with the copious amounts of waste produced by employees' meals, leading to overflowing break rooms filled with food and packaging waste. The single use packaging was becoming a problem, and Squarespace needed a solution. Squarespace was already using Spork Bytes for its weekly employee lunch program.

Spork Bytes is a catering company based in Portland, Oregon that works with over 50 local restaurants to provide catering services for corporate events, parties, and other occasions. In partnership with Bold Reuse, Spork Bytes provided meals in reusable foodware to Squarespace's Portland offices.

Seeking a sustainable solution, the company teamed up with Spork Bytes, a catering company, to implement an innovative waste management program. The solution involved utilizing Bold Reuse's to-go containers and plates for Squarespace's weekly employee lunch program.



The Solution

Through a partnership with catering company Spork Bytes, Bold Reuse provides to-go containers and plates for Squarespace's weekly employee lunch program. Spork Bytes orders catered meals from local restaurants. The meals were placed in Bold containers, delivered to Squarespace's office, and backhauled for cleaning by Bold Reuse. Each week, Squarespace reduced the waste from their office building by opting for reusable food containers as opposed to single-use.

Bold Reuse's integration with Spork Bytes allowed Squarespace's office to adopt reusable takeout containers at low cost, and made it easily adoptable.

Success Metrics

- ✓ Return Rate
- ✓ Customer Adoption
- ✓ Items refilled

Impact

600

Containers
diverted



Reusable Food Containers for Schools



Soaring Wings International Montessori School is a private school for children from Infant through 8th grade located in Park City, UT. Soaring Wings has been a shining example in the Park City community for sustainable best practices – across energy, waste, and vibrant outdoor spaces. One area they’ve always wanted to reduce waste was their school meal program. Each day, Soaring Wings Montessori receives 50 to-go catering meals by Savoury Kitchen in single-use containers. They really wanted a reusable solution, but didn’t have labor or support to manage a durable solution.

Solution

Bold Reuse stepped in to help manage their reuse program for school lunches. Through a partnership with Park City and Savoury Kitchen, catering meals are now delivered to students in Bold containers. Twice weekly, the Bold team picks up used containers, sanitizes them, and returns them to Savoury Kitchen to be refilled and sent back to the students.



Impact

1000

Containers diverted in 4 weeks

Success Metrics

- ✓ Return Rate
- ✓ Customer Adoption
- ✓ Items refilled

Reuse for Events

Hosting events can be incredibly wasteful, but they don't have to be. Single-use items like plastic plates, cups, and cutlery are used for a short period, sometimes just minutes, before being discarded.

Bold Reuse offers a waste-free way to host events. We provide foodware rental, sanitation, logistics, and sustainability metrics that support your zero waste goals.



Growing Gardens Chef in Your Garden Series



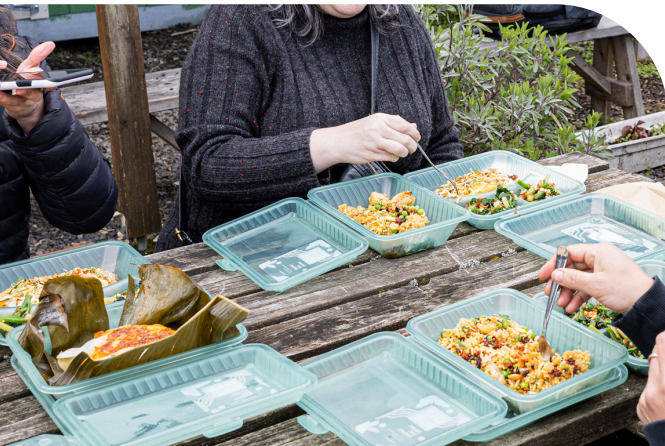
Growing Gardens is a non-profit organization dedicated to promoting sustainable urban agriculture and healthy communities. One way the organization raises funds is through its “Chef in Your Garden” series. This event brings together local chefs and garden enthusiasts to explore the intersection of gardening and cooking. The series features a rotating roster of chefs who prepare a three course meal for participating guests.

Growing Gardens needed a way to host their virtual and outdoor events without creating unnecessary waste. Participants pick up meals to enjoy at home, and at the event space and hear from chefs about the meal virtually. Growing Gardens faced a challenge as they did not want to serve food in disposable packaging, which would generate significant waste.



Solution

To solve their disposable dilemma, Growing Gardens partnered with Bold Reuse. Through this partnership, Growing Gardens was able to serve meals in durable, reusable containers that were sanitized and reused. Bold Reuse provided reusable containers and a return drop site for rent, picked up the used containers and hauled them back to the warehouse. Making it easy, convenient and affordable to host a zero waste event.



NextCycle Washington Hosts Event with Reusable Cups



NextCycle is a startup accelerator program focused on sustainability and circular economy. They offer mentorship, funding, and networking opportunities to startups working towards a more sustainable future. Recently, NextCycle hosted a pitch showcase event in Seattle to provide a platform for their participating startups. As part of their commitment to sustainability, NextCycle wanted to ensure that the event was as circular as possible.



The organization made a conscious decision to move away from the single-use plastic cups at their event. Instead, they opted for reusable cups and containers provided by Bold Reuse. The process of implementing this was simple and effective with our rental service. NextCycle rented 700 reusable coffee cups and lids for their attendees to use. These cups are made of durable recycled plastic ensuring they could be used repeatedly without losing their quality.

To make the process easy for the attendees, a drop site was provided where they could return the cups after use. This made it convenient for everyone and ensured that there was no unnecessary waste generated. Attendees could enjoy their coffee or any other beverage and simply return the cup to the designated drop site on the premises. Bold Reuse hauled the reusables back to our wash facility where they were cleaned, sanitized and dried to be used at future events. This was a great success for NextCycle, helping to eliminate 400 single-use cups from entering landfill.



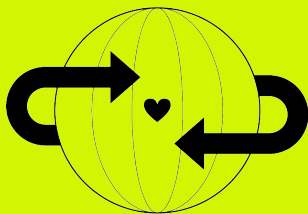
Ready to join the reuse revolution?

Schedule a free consultation with our team today, and start your reusable packaging program.

To learn more about how Bold Reuse can help, reach out [here](#).

About Bold Reuse

Bold Reuse is on a mission to end single use waste by making reusable packaging easy for everyone. We provide reuse solutions like sanitation logistics, technology, and strategy so businesses can scale reuse programs and hit their waste and business goals. With our customers, we've diverted over 2 million pounds of waste from landfill. Join us and switch to reusables today.



 info@boldreuse.com

 boldreuse.com

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