

Reusable Packaging System Design Standard



Part 5: Labeling & education

Summary of Requirements

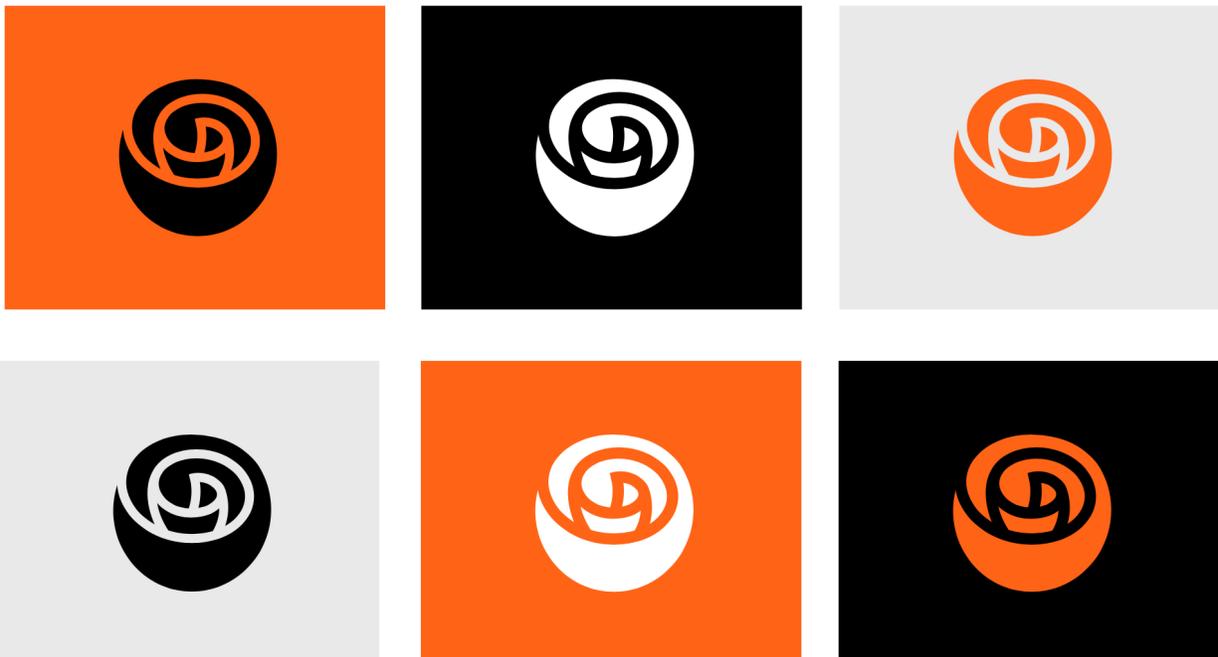
The Reusable Packaging System Design Standard provides a foundation to align reuse systems globally so they can share infrastructure and become interoperable. This systemic approach is necessary for reuse to become affordable, efficient, and convenient, and scale across sectors and global regions in a way that provides a solution to both the climate and plastic crises.

This document summarizes the component of the standard that focuses on *labeling*. It specifies labeling requirements that will make it easy for consumers and companies to identify containers and collection points that are part of a reuse system and properly participate in the system.

For more detailed requirements and guidance, see the document: [Part 5: Labeling](#).

Requirements for containers

- The reuse symbol is required on containers and must be included on the outer surface of the container. It must be applied in the required color(s) of orange, black, and/or white or be colorless (e.g. embossed).



- The reuse symbol must be applied directly onto the container in a durable application process and must be large enough to be viewed and identified without the use of magnifying or most corrective glasses.
- Containers must incorporate a digital data carrier (e.g. QR code) that includes standardized data fields described in [Part 3: Digital](#). If the container has more than one data carrier on it, the reuse carrier must be integrated with or located adjacent to the reuse symbol so that all stakeholders can easily identify it as the scan point for reuse. It must be created and applied to the container according to [Part 2: Containers](#).
- Containers must include text that indicates the container is returnable and instruction for container return. Instructions could be provided through a link or QR code.
- Containers must include text that describes the type and value of any return deposit or other incentive that is associated with the container. The text may vary by region and be printed according to the region where the product is intended to be sold/consumed.
- Any labeling information that is specific to the contents of the container, such as batch number, must be removable and reapplied in subsequent use cycles.



orange

WEB:
HEX #ff6600

PRINT:
0%C, 64%M, 100%Y, 0%K
PANTONE 1505 C

PAINT:
RAL 2008

TEXTILES:
PANTONE 16-1364 TPX
Vibrant Orange

Requirements for collection points

- Collection points must display the reuse symbol prominently on the outer surface of the collection point as a dominant visual cue large enough to be viewed and identified from across a street, as described in [Part 5: Labeling](#).
- Collection points must incorporate the color orange, either via the reuse logo or in another obvious manner.
- Collection points must incorporate a digital data carrier (e.g. QR code) that includes standardized data fields described in [Part 3: Digital](#). The carrier must be created and applied according to [Part 2: Collection points](#). It must be applied directly onto the collection point in a durable application process. The carrier may be a barcode, QR code, RFID or other technology that aligns with the scanning technology available to the logistics provider(s) that will be servicing the collection point.
- The collection points must incorporate text that indicates it is for returnable containers and it must specify, either through visual cues or text, clear instructions for container return, including instruction for disposing food and beverage waste before the container is inserted.
- Collection point labeling must accommodate users with disabilities, including those that are color blind, visually impaired and/or hearing impaired. It should comply with the [Americans with Disability Act regulations](#), especially relating to [Chapter 7: Communication Elements and Features](#)

Details related to these requirements and additional recommendations are provided in the full [Part 5: Labeling and education](#), including more guidance on text, tone, syntax, signage and more.