



## 12TH ANNUAL



### Essential Information

- Applicants must be either an RPA Member or Primary (End) User. See detail by award category on Page 2.
- Applications may be submitted for the same solution in more than one award category, but must submit separate applications for each category as information requirements differ by category.
- Submission deadline: May 1, 2023
- Results notification: August 1, 2023
- Awards Presentation and Trophy Ceremony: September 12, 2023, at [PACK EXPO Las Vegas](#)

### Application Steps

1. Select award category (Page 2).
2. Review application form instructions for your chosen award category (Page 4).
3. Completion application form (Pages 5 - 8).
4. Submit completed application form, high-resolution vector company logo, and any supporting product photos to Tim Debus at [tdebus@reusables.org](mailto:tdebus@reusables.org) by May 1.
5. Confirm that representatives are available to attend the award presentation at PACK EXPO Las Vegas on September 12, 2023, if chosen as the winner.



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# Excellence in Reusable Packaging Award

## Three Award Categories:

1. **Reusable Packaging System.** The *Reusable System* award recognizes primary (end) user companies and associated product suppliers that have developed and implemented measurable reusable packaging solutions in a business-to-business supply chain. Applicants are asked to provide quantified results in both environmental and economic impacts.

**Eligibility: Primary (End) Users.** A member of RPA may submit the application on behalf of their primary user customer. A primary user is defined as an entity which uses rented or purchased reusable transport packaging in a closed or open-loop pooled system. This would include retailers, consumer product or service companies, industrial or original equipment manufacturers, non-profit or governmental organizations or other entities which reuse their packaging in the transport of commercial goods.

2. **Design Innovation.** The *Design Innovation* award celebrates the commercial use of a cutting-edge product design that led to a benefit in the market. Applicants are asked to demonstrate how the novel product design used a unique material or produced a desired feature that led to a performance improvement, overcame an obstacle, or created a new value in the supply chain.

**Eligibility: RPA Member Product Suppliers.** A supplier company is defined as one that processes or supplies raw materials; designs, makes and markets reusable packaging products and associated components; provides pooling and logistics services; and offers technology, automation, and handling equipment and services to the industry.

3. **Product Technology.** The *Product Technology* award salutes the deployment of smart and automated systems with reusable transport packaging. Applicants are asked to explain the technology or automation and how it improved the reusable product's capabilities and operational gains in the supply chain.

**Eligibility: RPA Member Product Suppliers.**

**SUBMISSION DEADLINE: May 1, 2023**

Send your completed form to Tim Debus at [tdebus@reusables.org](mailto:tdebus@reusables.org)

# Excellence in Reusable Packaging Award

## Application Requirements:

- Completed application form provided to RPA by May 1, 2023.
- A high-resolution vector file of the company logo, which will be used for the production of a custom trophy for each winner.
- All winners are requested to appear at [PACK EXPO Las Vegas](#) for the awards celebration ceremony and presentation of the winning submission on Tuesday, September 12, 2023.



September 11–13, 2023  
Las Vegas, Nevada USA

## Winners Receive:

- Global recognition of achieving excellence in sustainable and value-creating packaging.
- A unique company branded trophy for showcase in the office and symbol of team accomplishment.
- Primary user winners receive complimentary RPA Membership for 1 year.
- Show passes to attend PACK EXPO Las Vegas. Primary user winners will receive hotel arrangement and up to two nights rate and tax covered for one room.



**SUBMISSION DEADLINE: May 1, 2023**

Send your completed form to Tim Debus at [tdebus@reusables.org](mailto:tdebus@reusables.org)

## Application Form

The Reusable Packaging Association's *Excellence in Reusable Packaging* awards recognize companies that have developed and implemented innovative products and impactful reuse systems in their supply chains. Submissions will be reviewed and the winners selected by an independent panel of judges.

The 2023 *Excellence in Reusable Packaging* awards are offered to primary (end) users and supplier companies of reusable transport packaging systems in three categories:

1. *Excellence in Reusable Packaging System* for business-to-business distribution of goods from point of production to point of use or sale.
2. *Excellence in Reusable Packaging Design Innovation* for a cutting-edge material use or product feature.
3. *Excellence in Reusable Packaging Product Technology* for advanced data capture/transmission or automated handling operations.

## Form Instructions

- Complete four parts to the form. Applicants for the *Reusable System* award should complete parts 1, 2, 3A and 4A, and applicants for the *Design Innovation* and *Product Technology* awards should complete parts 1, 2, 3B and 4B.
- Please keep the response to each part as succinct as possible and not to exceed 500 words. Fact-based brevity is favorably received by the judges.
- Substantiation of claims add strength to the application. Measured results will mean more to the judges than anecdotal references.
- Accompanying the application with a photo or two of the product and/or commercial use is recommended to aid in the evaluation with visual evidence. Photos may be emailed to RPA as separate files.
- The application and any supporting material like photos should be emailed to RPA's Tim Debus at [tdebus@reusables.org](mailto:tdebus@reusables.org) by May 1, 2023.



## PART 1: Complete for All Award Categories

**A.** Please enter the name and contact information of the person submitting this form. First

Name:

Last Name:

Title:

Company:

Address 1:

Address 2:

City, State, Zip:

Country:

Email:

Telephone:

Website:

**B.** Select the award category in which entry is being submitted:

**Reusable System**

**Design Innovation**

**Product Technology**

**C.** List the companies that provide your reusable transport packaging products and/or services:

**SUBMISSION DEADLINE: May 1, 2023**

Send your completed form to Tim Debus at [tdebus@reusables.org](mailto:tdebus@reusables.org)

## **PART 2: Complete for All Award Categories - 30% Scoring Criteria**

### **The Project Narrative**

A. Provide an overview of the packaging situation that led your company to consider implementing a reusable system, develop a new reusable product design, or deploy a technology or automation solution with reusables. What were the goals of your project? What improvements were you looking to achieve, or what issues were you trying to resolve?

B. Explain the development and implementation of your reusable packaging system, design innovation, or technology solution. Who was involved, and how did you bring the system or product from ideation stage to commercial use? Please include the general timeline and dates of implementation.

**\* Please consider sending a photo of the product and use environment to accompany the written application. While not required, a visual representation could aid the judges in understanding the product innovation or system solution.**

## PART 3 - 35% Scoring Criteria

### 3A: Complete for Reusable System Award Only

#### Business or Economic Improvements

Select all areas of improved performance as a result of the reusable packaging system:

Reduced packaging cost on a per-use basis

Savings in time and labor in packing activities

Improved unit load and related transportation and storage efficiencies

Better product protection and quality leading to lower shrink

Savings in time and labor in handling activities

Improved worker safety conditions

Other economic improvement. Please specify here:

For checked boxes, provide supporting evidence in the form of comparative impacts and financial results. Scoring is weighted to figures and data versus anecdotal observations. For example, "the reusable packaging system saved X dollars in packaging costs and Y dollars in labor time."

### 3B: Complete for Design Innovation & Product Technology Awards Only

#### Benefit Description

Describe how the product design innovation or the technology deployed led to an improvement in the packaging's material, function, handling, management, or information access. If a design innovation, explain the unique design element and purpose. If a product technology, explain the equipment, hardware, and/or software used and purpose.

## PART 4 - 35% Scoring Criteria

### 4A: Complete for Reusable System Award Only

#### Environmental Improvements

Select all areas of improved environmental condition as a result of the reusable packaging system:

Elimination of waste

Elimination of pollution

Conservation of natural resources

Lower greenhouse gas emissions

Reduced energy consumption

Reduced water consumption

Other environmental improvement. Please specify here:

For checked boxes, provide supporting evidence in the form of comparative environmental impacts. Scoring is weighted to figures and data versus anecdotal observations. For example, "the reusable packaging system saved X tons in solid waste and Y metric tons of carbon dioxide equivalent." Consider using the U.S. [EPA's Waste Reduction Model \(WARM\)](#) to quantify environmental impacts.

### 4B: Complete for Design Innovation & Product Technology Awards Only

#### Quantifiable Impact

Provide any measurement of how the product design or the technology deployed led to a new business, operational, or environmental value such as cost-savings, handling improvement, information access, or pollution prevention. If a design innovation, show evidence of performance gains versus other commonly used products. If a product technology, show performance results from the data capture or automated environment. Scoring is weighted to figures and data versus anecdotal observations.