

THE END OF TRASH

RePack
originalrepack.com

#1 Customer Touchpoint



Packaging As A Service

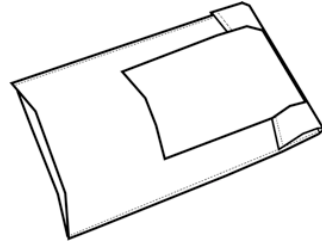
Reusable Packaging

Reward System

Global returns

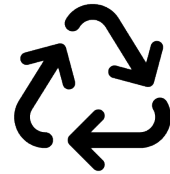


Packaging + Service



Package of your choosing

Packages in three sizes
Sealing labels / tape with branding
MOQ is 100 per size



Reward model

Thank-you email
Voucher reward
Donation reward



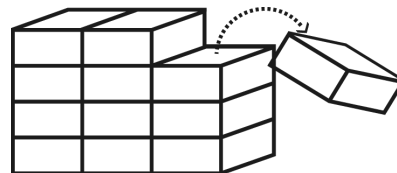
Marketing communications

Customer journey
Customised microsite
Launch & campaign support



RePack reporting

Return rate
Voucher uptake, store performance
Net Promoter Score

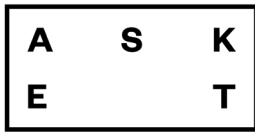


Packaging cycle management

empty packaging returns
quality checks
cleaning and redistribution



AALTO



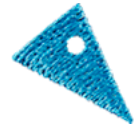
Filippa K

Finlayson
EST. 1820

GANNI



GLOBE HOPE



Blättermusen

MAKIA



MUD JEANS

nudge

OMYBAG
AMSTERDAM



PURE WASTE
100% RECYCLED TEXTILES

reima

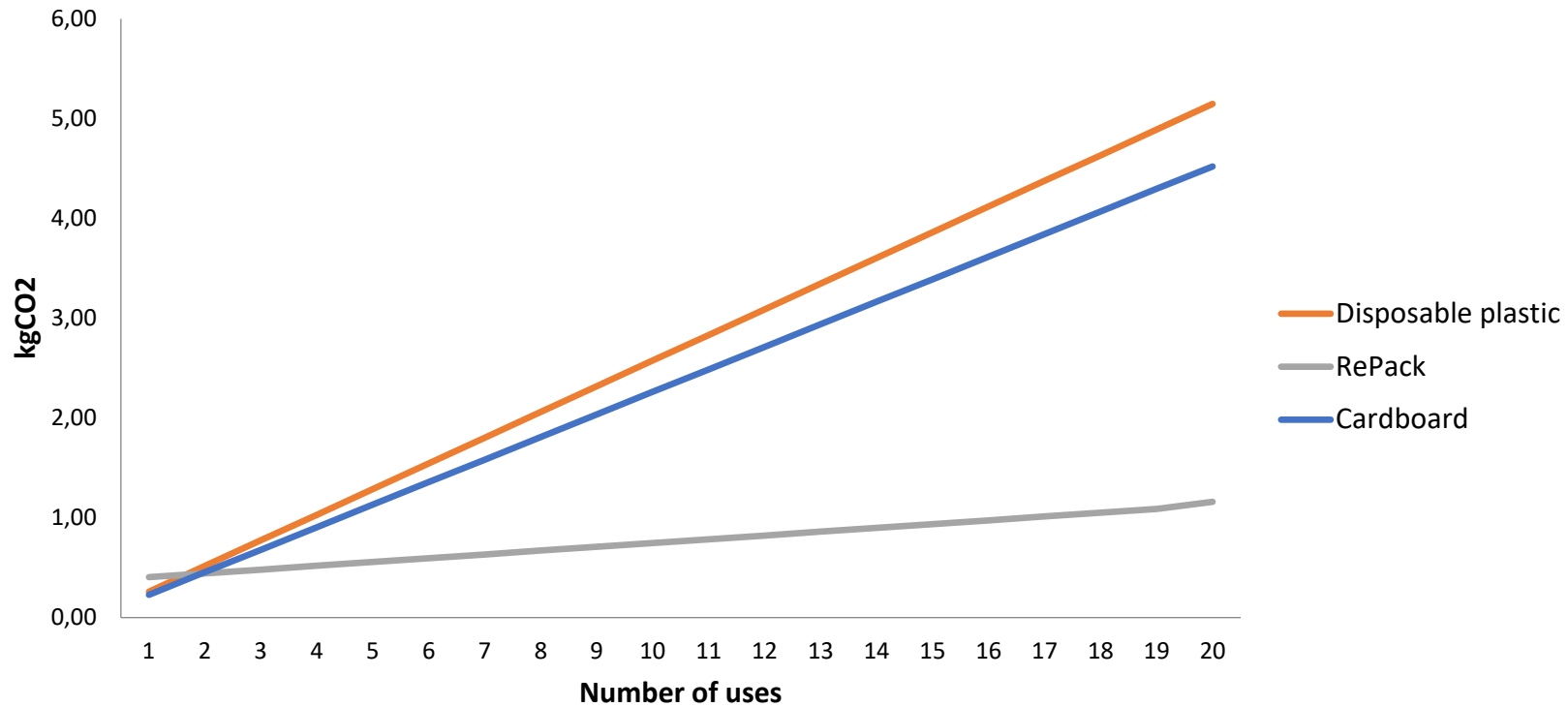
SKFK



VARUSTELEKA.FI
ARMEIJATAVARAN ERIKOISLIKE

80% less CO₂ 100% less trash

RePack vs Throw Away Packaging



50+ webstores



HOW DOES IT WORK



Pilot success

REIMA

- Ship 800 deliveries to customers
- Offer 10% off next purchase

OBJECTIVES

- Operational evaluation
- End-user feedback collection
- Reach implementation capability

RESULTS

- 97% of customers wanted to see RePack implemented
- 30% willing to pay for the option
- 82% Net Promoter Score



As an option

REPACK AS AN OPTION

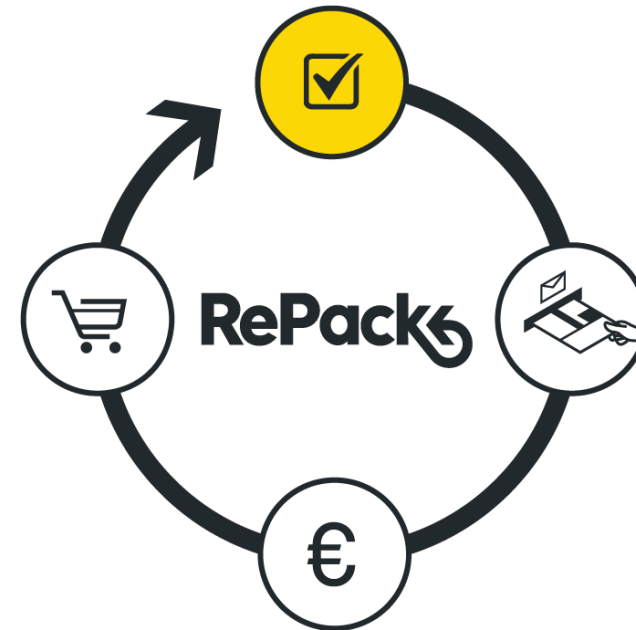
- Optional in the checkout for 3,50 €
- 10% off next purchase

FILIPPA K, GANNI, ASKET...

- Cost neutral
- Selection rate from 5-30%

RESULTS

- Appeal to frequent buyers
- Cost savings on single-use packaging use
- 79% Net Promoter Score



1. Pick me when placing an order.
2. Simply mail me back by post, for free.
3. You are rewarded with a voucher.
4. Use your voucher at any **RePack store**.

Trash Free success

ALL DELIVERIES REPACK

- Ship all purchases in RePack as part of brand marketing

CUSTOM REWARD MODELS

- Makia No Sales Policy – No reward
- Mud Jeans – 10 % off next purchase
- Pure Waste – 10 % off next purchase
- Globe Hope – 0,50 € to Save the Baltic Sea

RESULTS

- Social media hype about sustainable online shopping experience
- Higher customer satisfaction



Order value success

SCANDINAVIAN OUTDOOR

- Optional in the checkout for 3,50 €
- 10% off next purchase

ORDER VALUE

- Free RePack for orders above 149 €

RESULTS

- Increased average order value
- 86% Net Promoter Score



★ All orders over 149€ will be shipped in RePack without extra charge!

Take back success

FINLAYSON

- Two take-back campaigns
- Collect old jeans and bed linen from online customers
- Offer 30% off next purchase

OBJECTIVES

- Make participation to take-back campaigns easy
- Increase take-back volumes
- Generate publicity on take-back campaigns

RESULTS

- 10% of all volume in online take-back channel
- 84% Net Promoter Score
- [Link to case study](#)

VI KÖPER
DINA
GAMLA
PÅSLAKAN
VID KÖP AV NYA.

- 1 BLI AV MED DET GAMLA
- 2 FÅ EN GOD ERSÄTTNING
- 3 NÅGOT NYTT OCH FINT I UTBYTE
- 4 NYTT LIV TILL DET GAMLA
- 5 SKAPAR JOBB I FINLAND

Finlayson
KÖPER, SÄLJER OCH BYTER SEDAN 1820

79% NET PROMOTER SCORE

100% FREE

0% TRASH

Pricing

PACKAGING CYCLE

S – 2,75 €

M – 3,00 €

L – 3,50 €

MOQ 100 per size

SERVICE

Reward system

User feedback

Reporting

Microsite

Communication

Next steps for RePack

Scale up

Operational projects

New return models

Packaging development

Concepts non-sensitive products



RePack team:

12 FTE

1/3 Data; 1/3 Operations 1/3 Sales

EU: HQ in Helsinki

US: Start up Salt Lake City

Team spread over Amsterdam, Hamburg, Helsinki

Logistics Center in Tallin, Estonia



It's time

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