Retail Ready Packaging (RRP)
Challenges and Opportunities for Flexible Packaging

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RRP Defined

Retail Ready Packaging (RRP): Secondary packaging for grocery items that is characterized by the “five easies”

- Easy to identify
- Easy to Open
- Easy to replenish
- Easy to Shop
- Easy to dispose of/return
**RRP, SRP, DRP**

- **Retail Ready Packaging** – Secondary packaging generally meant to facilitate stocking of retail shelves with minimal handling.
- **Shelf Ready Packaging** – Secondary packaging meant to hold and display full case counts on retail shelves.
- **Display Ready Packaging** – End aisle displays, POS, POP units.
A Brief History of RRP

• Outgrowth of 1980’s interest in Efficient Consumer Response (ECR) – “taking costs out of the supply chain”

• 2005: Institute of Grocery Distribution publishes “Retail Ready Packaging”

• 2006: IGD develops “RRP Functional Guidelines”
RRP’s European heritage

Institute of Grocery Distribution (IGD)
www.igd.com
RRP in the U.S

The Packaging Management Institute
www.packmgmt.org
Retail-Ready Packaging Subcommittee Seeks Retail Members

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PHOENIX — The Grocery Manufacturers Association’s new subcommittee addressing retail-ready packaging is seeking retailer members...

The subcommittee is addressing how packaging can become easier to identify, open, replenish and dispose/recycle.

Supplier members of the subcommittee include Georgia-Pacific, J.M. Smucker, Schwans, Continental Mill, Mars, Procter & Gamble and Unilever. The subcommittee is developing a retail-ready-packaging resource guide that should be completed in 60 days...
Walmart’s RRP Guidelines


• ASDA was one of the collaborating organizations (marketers, packaging suppliers were others) developing the IGD guidelines for RRP.

• Walmart introduced its Sustainable Packaging Scorecare in 2006
Retail Ready Packaging

The “Five Easies”
- Easy to ID
- Easy to open
- Easy to replenish
- Easy to shop
- Easy to Dispose

+ Easy to ship/handle?

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Easy Open Display Case

**Uncle Ben’s Ready Rice®**

Mechanical locking feature - no tape, adhesive needed to secure hood to tray.
The NA cheese challenge
An early artifact

The Harvey Stick

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A cheese solution?
Clean, functional, convenient
RRP for cheese – the Euro approach

Tesco - Prague

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RRP for cheese – the Euro approach

Carrefour: Barcelona

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RRP for cheese – the Euro approach

The Packaging Management Institute
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A recycling approach in Brazil

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For more information...

Retail Ready Packaging
http://www.igd.com/index.asp?id=1&fid=5&sid=23&cid=251

Retail Ready Packaging Functional Guidelines
http://www.igd.com/index.asp?id=1&fid=1&sid=3&tid=53&cid=294

The Packaging Management Institute
www.packmgmt.org
“On-Demand” RRP webinar

• Series of interviews with North American Retail Ready stakeholders
• Produced by PACKAGING WORLD and The Packaging Management Institute

Register at www.packworld.com/webinar/trends
Thank you!

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