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An empirical study exploring reusable packaging attributes

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The environmental impact of waste packaging has become an issue in many countries. Some companies have attempted to design reusable packaging as a possible solution to reduce one-way packaging; however, there is less intention amongst manufacturers to design reusable packaging. In addition, few international and national standards concentrate on reuse of packaging. Therefore, this study aims to promote reusable packaging amongst industries. The main objectives of this paper are: to identify packaging attributes that could be related to reusable packaging by extant research and to study the relationship between packaging attributes and reusable packaging through experts' opinions and consumers' perspectives. Quantitative and qualitative research was conducted using interviews and a questionnaire. The main contribution in this paper is to propose a checklist that consists of a list of reusable packaging attributes. Reusable packaging attributes are the functional characteristics that are concerned with the ability of packaging to be reused. The checklist interprets the international and national standards and thus can help designers/manufacturers in the early phases of packaging design to understand the reuse of packaging requirements and procedures.

Biography

Ahmed Babader completed his PhD from Liverpool John Moores University in the UK. His area of research is reusable packaging, waste packaging and waste management systems. He is the Director of services and environmental standards, Saudia Arabian Standards Organization. To date, he has had one paper published in a reputable journal and presented more than 10 papers at conferences around the world.

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