

# REUSE: THE TIME IS NOW



Plastic reuse models should be part of ESG strategies and programs

## Choice

Consumers are used to choices: brands (Tide, A&H, ...), format (liquid, powder, ...), size, etc. Similarly, ESG choices empower and **engage more consumers**.

## Speed

Manufacturers and retailers are planning many long-term solutions: concentrates, laundry sheets, cardboard and plastic pouch packaging, and more.

Reuse solutions can start making short-term impacts, **complement long-term solutions** (some packaging will still be needed), and start raising consumer awareness and changing behavior.

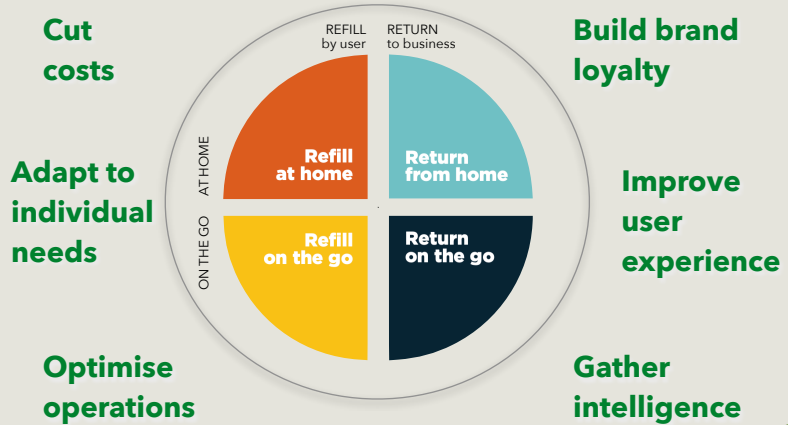
## Change management

Changing consumer behaviors and preferences is difficult and will take time. Introducing an option that attracts consumers through **lower cost and environmental benefits** starts the change process.

## Key business impacts:

Revenue, Margin, EBITDA, Utilization, Brand, ESG, Safety

### Reuse models and what they can do for you



Source: Reuse - Rethinking Packaging, Ellen MacArthur Foundation and New Plastics Economy



## Pruthve's role

Pruthve works with corporations to advance, design, and develop **ESG** solutions that also drive **business value** and **reduce risk**.



### Pruthve

- Ideates to create new or extend existing **ESG solutions**
- Quantifies and validates **ESG benefits and business value** (revenue, margin, eps, ...)
- Identifies, assesses, and reduces **risks from ESG initiatives** - risks that can negatively impact revenue, margins, compliance, or brand