



## Promoting the Use and Value of Reusable Transport Packaging for Over 20 Years

### What is reusable transport packaging (RTP)?

Pallets, bins, tanks, intermediate bulk containers (IBCs), reusable plastic containers (RPCs) and other hand-held containers and totes, trays and dunnage:

- Designed to be reused over an extended period, typically measured in years
- Highly durable to function properly in their original condition for multiple trips
- Used in a system to ensure recovery after each use and regularly inspected and repaired to maintain optimum performance and maximum value
- Never disposed after use; products are recycled at the end of utility

### Why switch to reusables?

- Reduce packaging costs
- Create new supply chain savings
- Reduce packaging waste and resource consumption
- Improve labor and automated handling
- Increase unit load security and efficiencies
- Incorporate data-capture technologies
- Protect and preserve product quality

### Who uses reusables?

- Agriculture • Automotive • Beverage • Chemicals • Construction
- Consumer Products • Distribution • E-commerce • Food
- Healthcare • Logistics • Manufacturing • Pharmaceuticals
- Retail • Transportation • Warehousing • Waste management

Founded in 1999, the Reusable Packaging Association (RPA) is a non-profit trade organization representing and promoting the common and pro-competitive business interests of member suppliers and users of reusable packaging products and services.

RPA connects the industry to expand, innovate and validate reusable packaging systems:



**Expand** markets with trade show pavilions, educational platforms and promotional activities.



**Innovate** through industry best practices, standardization, process optimization and technology awareness.



**Validate** the environmental, operational, and financial benefits of reusable packaging with research, data modeling and case studies.

## Membership benefits

**Exposure.** Increase your company's visibility with potential customers through RPA marketing and our online Member Directory, where hundreds of buyers each month search for suppliers.

**Influence.** Use the industry alliance to network, collaborate, create a better business climate, and tackle common challenges. Make your voice heard through committee participation, leadership positions, and speaking opportunities.

**Recognition.** Exhibit your products and services inside the RPA Pavilions at major trade shows, use RPA's communication outlets and education venues to promote your company's news and views, and identify with the RPA brand as a trusted and reliable supplier.

**Access.** Leverage members only information, forums and tools for greater industry engagement and resources for your business.

## Member engagement

The work of the RPA is principally carried out by four channels of member engagement:

**Trade Show Programs** showcase the latest innovations in reusable packaging products and services and provide educational insights on industry trends, case studies and product developments.

**Committees** bring members together in a collaborative environment to address common issues and to advance industry projects.

**Communications** provide credible industry news, data and resources across trade and social media channels.

**Government Affairs** enables RPA's collective voice to advocate industry positions on legislative and regulatory matters.

## Membership categories

### Regular Members

Companies that design, manufacture and market reusable packaging products; provide pooling or logistics services; provide technology or automation; and supply raw materials for production. Annual membership dues are based on annual reusable packaging industry sales:

< \$10 million	\$ 3,000
\$10 - \$20 million	\$ 6,000
\$20 million +	\$12,000

### Primary (End) User Members

Companies and organizations that use rented or purchased reusable packaging products for the transportation of goods in supply chains (i.e. grower-shippers, consumer products companies, OEMs, retailers, etc.) Annual dues are \$1,500.

### Industry Advocates

Nonprofit associations, government entities or academic institutions who's work promotes or supports the use of reusable packaging solutions. No annual dues.

## Contact the RPA to learn more

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