



Loop

Designed for reuse

www.exploreloop.com





Loop's purpose is to Eliminate the Idea of Waste®





In a way that works for business

In a way that could work for business:



We were challenged to bring solutions to the waste crisis:



Below is the global head of Greenpeace, member of the Loop Alliance.





is a **global platform for reuse**

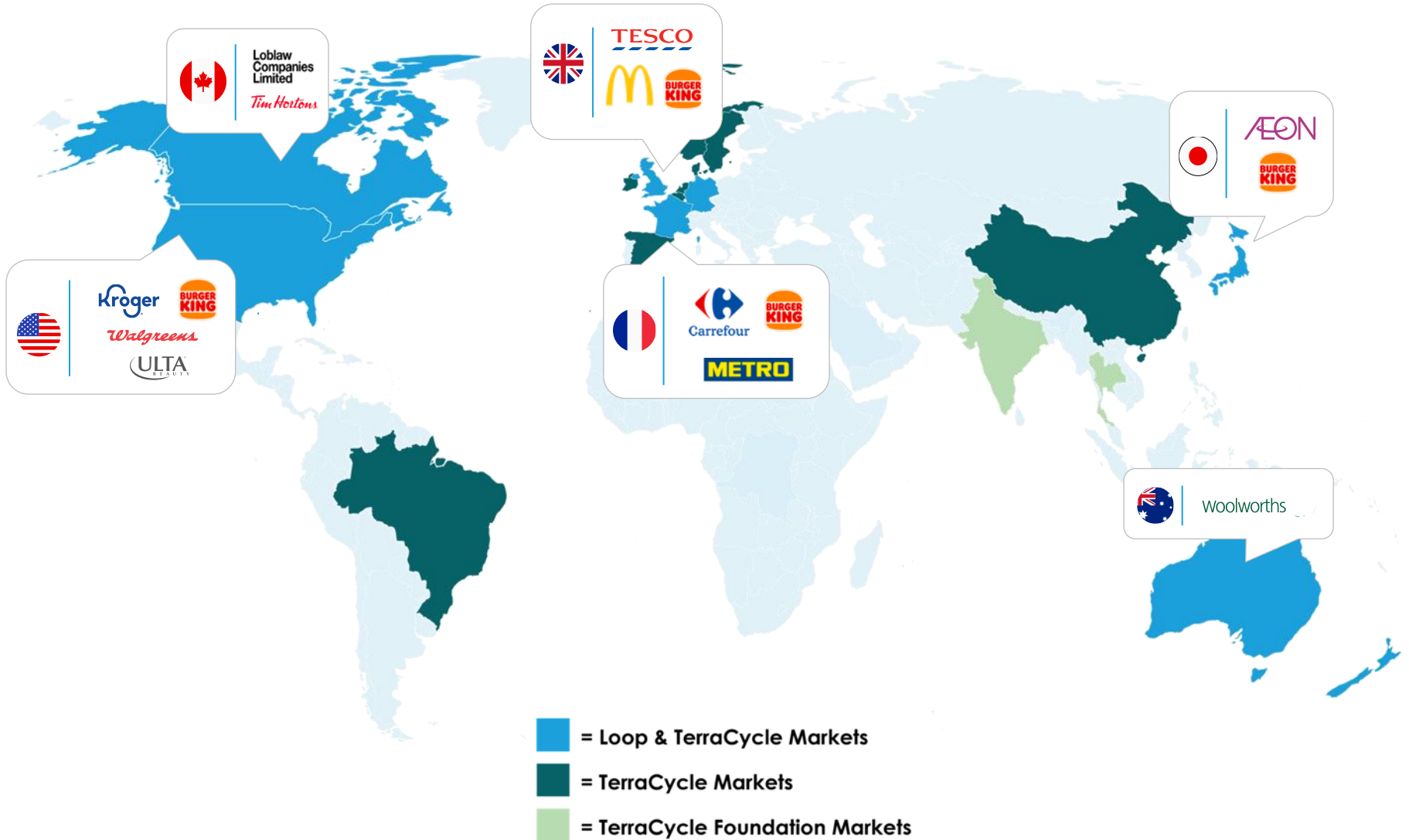
where any manufacturer can create reusable products and any retailer can make those available to their consumers.

Our goal is to make reuse **easy, convenient and affordable**,
allowing consumers to **buy anywhere and return anywhere**.



LOOP - GLOBAL

2021 and early 2022 are focused on launching in-store and/or online with all our partners & developing an ecosystem centered on convenience.



WISDOM FROM THE PAST

Refillable durable packaging used to be the norm.

A black and white photograph of a man in a sailor's uniform, including a white cap, a white shirt with a dark bow tie, and a white belt. He is holding a glass bottle in his right hand. The bottle has a label that reads "TARDON'S DAIRY DELIVERY" and "AUNT G. THE DRINKING". A blue line connects the bottle to a blue callout box containing the word "ASSET".

ASSET

When a package is considered an asset its allocation per fill is the cost divided by the number of uses it can bear. **The more durable the package the lower the cost per fill.**

THE CURRENT REALITY

Disposability is **cheap** and **convenient**.



COGS

When a package is considered a COGS (Cost of Goods Sold) its cost is fully allocated per fill. **The cheaper the package the lower the cost per fill.**

How do we solve the unintended consequences of disposability while maintaining its virtues?



**DURABILITY ENABLES
REUSABILITY, DESIGN & NEW FEATURES**









This is
more than
soap.

—
SOAPPLY

HAND WASH / 8 FL. OZ / 236 ML

Loop













Avec la consigne, en route
vers le zéro déchet

Loop
par
Carrefour

Loop
par
Carrefour

1 Choisissez vos produits

2 Prenez un sac Loop pour faciliter le retour de vos emballages

3 Ramenez vos contenants vides dans l'espace de collecte de votre magasin

Faites vous rembourser vos consignes avec l'application Loop ou sur votre carte bancaire

Vous faites vos courses ? Profitez-en pour déposer vos contenants vides en caisse et vous faire rembourser directement

BIO

Bio
Sans gluten
Dietétique

Avec la consigne, en route
vers le zéro déchet

Loop
par
Carrefour

Avec la consigne, en route
vers le zéro déchet



DE SAISON !

DEFI
ZERO
PLASTIQUE

Consigne
JETABLE

Sac
consigné

Prenez
un sac
Loop

pour faciliter le retour
de vos contenants

Loop
par
Carrefour

CONSIGNE,
vos déchets

ENANT

Collectionnez
les moments
d'exception

+1€

Collectionner vos vignettes !

AVEC LA
CONSIGNE,
réduisez
vos déchets

Loop
Carrefour



The collage consists of three photographs documenting a media event at an AEON supermarket.

- Top Left:** A camera operator in a black jacket is filming a display area. In the background, there are shelves stocked with products and a sign that reads "父の日 6.20" (Father's Day June 20). A "Cashier" sign with a yen symbol is also visible.
- Top Right:** A man in a pink shirt is operating a professional video camera on a tripod, focused on a blue "Loop" display unit. Other people are standing nearby, some wearing masks.
- Bottom:** A close-up view of the blue "Loop" display unit. It features white text and arrows indicating the return process. The text includes "返却はこちらへ" (Return here) and "指はさみに注意" (Be careful of the finger). The "Loop" logo is prominently displayed at the bottom.



MAKING REUSE FEEL LIKE DISPOSABILITY

Loop is creating a network featuring retailers, fast food restaurants, courier locations, municipalities, commercial spaces, etc. – making reusability as convenient as disposability.

