CONSEIL NATIONAL DE L'EMBALLAGE

DES PARTENAIRES POUR LE MEILLEUR DE L'EMBALLAGE

PRACTICAL INFORMATION

Bulk or Pre-Packaged Products:
Serving the Consumer's Interests

The French Packaging Association reminds you that, regardless of the distribution circuit, a packaging system is always required.

+9,2%
growth in value for the grocery bulk section between 2009 and 2010 [1]

53 %
of consumers consider the **hygiene** and the **cleanliness** of the bulk section as major inhibiting factors[1]

70 %
of the clients of the bulk section are asking for **more information** (composition, shelf life, origin, price, etc.)[1]

(1) source Biolinéaires.com

% FIGURES

- The implementation of bulk distribution of products must **guarantee the best practices in particular in the fields** of hygiene and safety, conservation of the product, traceability and consumer information.
- The French Packaging Association is urging the professionals in the product distribution sector to together formalize a **good practice guide** for the use of bulk.
- Any comparison (social, environmental, economic) between the two modes of distribution must be realized with **equivalent value in use** and on the **basis of the complete packaging system**: to solely contend with primary packaging does not take into account the impact of bulk on secondary or tertiary packaging or consumption habits.

RECOMMENDATIONS

Whatever the mode of distribution, the consumer is entitled to expect:

- A complete **traceability** of the container and the contents;
- A guaranteed level of **hygiene and security** beyond reproach;
- A **minimal global impact** on the environment by products that he consumes, whether it be from the packaging or from the risk of product waste.

Bulk does not imply the elimination of packaging, but rather another packaging system, from the production site to the consumer.

STAKES

Regulations:

- Safety obligation for products placed on the market: Directive 2001/95/EC;
- Regulation (EU) No 1169/2011: Consumer information on food products;
- Regulation (EC) No 178/2002: General principle on the safety of food products;
- Regulation (EC) No 852/2004 on the hygiene of food products.

Bibliography:

- La vente en vrac : pratiques et perspectives. Mes courses pour la planète/ADEME ;
- Biolinéaires, Dossier le rayon vrac, le point de vue du client, Patrick Guilbaud, mai-juin 2011 ;
- Biolinéaires, rayon vrac : les clés de la réussite, Patrick Guilbaud, mai-juin 2011.

REFERENCES

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Bulk or prepackaged products, the 4 key points of responsible distribution

Regardless of the system adopted for the distribution of the product, there will always be packaging.

1 Protection of the product, of people, of the Environment

Whether it be for bulk or pre-packaged products, it is necessary to design packaging that enables:

To facilitate product processing.

- Competitive mechanization, safety and security of employees, acceptable costs.

To contain and protect the product.

- Protect from the outside environment: leaks, evaporation loss, protection of fragile products;
- Protect the content from external risks: shocks, transfers, alteration by oxygen or foreign bodies, prevent theft.

To take into account the process of packaging/filling.

- Integrate the organizational challenges of distribution, equipment merchandising and distribution to consumers.

To minimize the impact on the environment.

- Take into account the requirements concerning the reduction of global environmental impacts;
- Use containers adapted in size and weight to the content.

2 Logistics and distribution

Optimize transport, storage and handling:

- **Bulk** distribution requires a sufficient dedicated storage zone for the management of the products, in order to be able to ensure their management, cleaning, storage and distribution in optimal conditions in terms of security and service.

Contribute to the acceptance of the users / consumers:

- Whatever the state of the product (in bulk or pre-packaged): to facilitate the use of the product by a set of functions (opening/resealing, modes of consumption, dosing, restitution and end use);
- Ensure the implementation of bulk to avoid product loss in the store and unknown markdown.

3 Information and communication

Ensure access to general and mandatory information:

- Ensure the proper legibility of information displayed on hoppers and silos: shelf life, composition, environmental claims, origins, etc.

Disseminate practical information:

- Provide information concerning advice for consumers: recommendations for storage and use, recipes, instructions for use, etc., on the packaging or via a dedicated website.

4 Hygiene and safety

To ensure the safety of products:

- Assess the risks related to malicious acts or to the presence of foreign bodies for either systems of distribution.

Ensure hygiene levels:

- Exploit all good practices in terms of hygiene and control for bulk distribution, in particular for the most fragile products.

Ensure traceability:

- Identify the regulations/methods/organizations which regulate the traceability of products (quality among consumers, recall of products, etc.).

The full document is available on the CNE website:

http://www.conseil-emballage.org/eng/wp-content/uploads/2014/03/Produits-en-vrac-Produits-préemballés-EN-relu1.pdf

The mission of the French Packaging Association, which since 1997 brings together the actors of the packaging chain, consists of elaborating and disseminating good practices for the design, the use, and the marketing of product packaging.

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