

Section 2.1 – Example of Brandholder/Importer

You manufacture chocolates and pack them in the following way:

- Primary product is packaged in small cardboard boxes for sale in speciality shops
- These are grouped into larger boxes and pallets and pallet wrap are applied for shipping

→All packaging is Irish sourced and all products are sold in ROI – Section 2.1, Report as **Brandholder** for packaging applied

→You deliver all goods to your customer, report 100% of the Brandholder figures in **Distributor**

→Your customer removes all packaging: report same tonnage in **Retailer**

The Unit Packaging Ratio for the products was calculated as follows:

Unit sales	Paper(KG)	Plastic(KG)	Wood(KG)
10,000 x	0.5	0.3	0.2
Total tonnes	5 tonnes	3 tonnes	2 tonnes

Section 2: OUTPUT Packaging Tonnage (Packaging Supplied)

2.1 Irish Sourced Output Packaging_Supplied in the Republic of Ireland

Total Tonnes: (Including Reuse Packaging)	Paper /	Glass	Alum.	Steel	Plastic	Wood	Papri/Plas	Metal	Other
	Cardboard						Comp	Comp	
Materials Manufacturer									
Converter									
Brandholder	5.000				3.000	2.000			
Distributor	5.000				3.000	2.000			
Retailer	5.000				3.000	2.000			
Reuse Packaging (Official Loop) Suitable for Continued Reuse	Paper /	Glass	Alum.	Steel	Plastic	Wood	Papri/Plas	Metal	Other
	Cardboard						Comp	Comp	
Brandholder									
Distributor	For Reuse, see Reuse Document								
Retailer									

Section 2.1 – Example of wholesaler who sources goods locally

You source sweets from other local suppliers

- The goods are packed in cardboard and plastic and some are placed on pallets

- You collect from half of the suppliers and the balance deliver to you
- Your customers (speciality shop) sells the product on without any associated packaging

→ You are **not** the Brandholder as you did not apply the packaging

→ You are the **Distributor** for the total amount of packaging on products you collect from your local supplier

Unit sales	Paper(KG)	Plastic(KG)	Wood(KG)
6,000 x	0.5	2	0.3334
Total tonnes	3	12	2
50% Delivered	1.5	6	1

Section 2: OUTPUT Packaging Tonnage (Packaging Supplied)

2.1 Irish Sourced Output Packaging_Supplied in the Republic of Ireland

Total Tonnes: (Including Reuse Packaging)	Paper /						Papr/Plas		Metal	
	Cardboard	Glass	Alum.	Steel	Plastic	Wood	Comp	Comp	Other	
Materials Manufacturer										
Converter										
Brandholder										
Distributor	1.500				6.000	1.000				
Retailer	3.000				12.000	2.000				
Reuse Packaging (Official Loop) Suitable for Continued Reuse										
	Paper /	Glass	Alum.	Steel	Plastic	Wood	Papir/Plas	Metal	Other	
Brandholder										
Distributor	For Reuse, see Reuse Document									
Retailer										

Packaging on goods purchased from ROI suppliers

Not all companies simply package or source from other local suppliers. Generally business would have a combination of the two activities, even if it is applying wrap to bulk deliveries. Calculate your obligation for each activity separately and then merge both pieces of information together as in the previous two examples.

2.1 Irish Sourced Output Packaging_Supplied in the Republic of Ireland

Total Tonnes: (Including Reuse Packaging)	Paper /						Papir/Plas		Metal	
	Cardboard	Glass	Alum.	Steel	Plastic	Wood	Comp	Comp	Other	
Materials Manufacturer										
Converter										
Brandholder	5.000				3.000	2.000				
Distributor	6.500				9.000	3.000				
Retailer	8.000				15.000	4.000				
Reuse Packaging (Official Loop) Suitable for Continued Reuse	Paper /						Papir/Plas		Metal	
	Cardboard	Glass	Alum.	Steel	Plastic	Wood	Comp	Comp	Other	
Brandholder										
Distributor	For Reuse, see Reuse Document									
Retailer										

Section 2.3 – Importing Products

- You import dolls from Asia and sell to retail outlets in ROI (2.3). The products are packed as follows:
 - Each doll comes individually wrapped in plastic with a cardboard tag
 - The dolls are grouped in cardboard boxes and delivered on pallets with pallet wrap. Some wrap and pallets are removed and should be reported in section 1.2. The balance is reported in section 2.3
 - You deliver to half of your customers
 - Only the outer (secondary and tertiary) packaging is removed by the retail outlets
 - You also import large paper cartons from the UK to apply to some of the deliveries
- Report as Converter for the cartons as this is empty packaging you import
- Report as Brandholder/Importer for the associated packaging around the product plus the cartons which you import and apply
- Report as Distributor, for the proportion of packaging on product you are the first to transport
- Report as Retailer for the outer packaging which your customer removes

Unit sales	Paper(KG)	Plastic(KG)	Wood(KG)
1,000 x	0.05	0.0019	0.01158
Total tonnes	50	19	11.58

2.3 Imported Output Packaging_Supplied in the Republic of Ireland

Total Tonnes: (Including Reuse Packaging)		Paper / Cardboard	Glass	Alum.	Steel	Plastic	Wood	Papri/Plas Comp	Metal Comp	Other
Materials Manufacturer										
Converter	5.000									
Brandholder/Importer	55.000					19.000	11.575			
Distributor	27.500					9.500	5.788			
Retailer	21.000					15.000	11.575			
Reuse Packaging (Official Loop) Suitable for Continued Reuse		Paper / Cardboard	Glass	Alum.	Steel	Plastic	Wood	Papri/Plas Comp	Metal Comp	Other
Brandholder/Importer										
Distributor		For Reuse, see Reuse Document								
Retailer										

Section 2.2+2.4 All Exports - Exporting empty and filled packaging

- ✓ Report the total amount of product which is packaging under Empty Packaging
- ✓ The packaging around the product is reported under Filled Packaging

In this example, you are exporting 100 tonnes of empty glass bottles to a vineyard in France. The associated transport packaging is 22 tonnes of Paper/cardboard and 17 tonnes of plastic wrap.

2.2 + 2.4 All Exports

Total Tonnes: (Including Reuse Packaging)		Paper / Cardboard	Glass	Alum.	Steel	Plastic	Wood	Papri/Plas Comp	Metal Comp	Other
Empty Packaging			100.000							
Filled Packaging	22.000					17.000				
Reuse Packaging (Official Loop) Suitable for Continued Reuse		Paper / Cardboard	Glass	Alum.	Steel	Plastic	Wood	Papri/Plas Comp	Metal Comp	Other
Filled Packaging		For Reuse, see Reuse Document								

