

Definitions

Type of Packaging

Primary Packaging: Packaging that contains the finished or final products, sometimes called retail or consumer packaging. This packaging is used to contain, preserve, protect and inform the end user. In the context of WRAP's work, it is the total packaging that the end-user will ultimately dispose of via reuse, recycling, landfill or other disposal routes. The primary pack can be made of a number of components, e.g. for a multi-pack of beers this would include the bottles, their labels and the card sleeve or shrink film. Primary packaging should include all packaging up to the point of sale, but does not include carrier bags (single use and bags for life) and delivery boxes.

Secondary packaging: Packaging additional to the primary packaging and that is used for protection and collation of individual units during storage, transport and distribution. They can be used in some sectors to display primary packs on shelf. Sometimes called grouped or display packaging. This category also includes packaging purposely made to display multiple product units for sale, in order to speed restocking from storeroom to shelf. Also known as retail-ready packaging (RRP), shelf-ready packaging (SRP) or counter-top display units (CDUs).

Tertiary packaging: Outer packaging, including pallets, slip sheets, stretch wrap, strapping any labels, used for the shipment and distribution of goods. This packaging is also referred to as transport or transit packaging and is rarely seen by the final consumer. The final destination will often deal with this via its own internal reuse or recycle routes.

Example: A fresh pizza might include the following packaging:

- Primary packaging: pizza tray, film wrap, label
- Secondary packaging: RRP, outer carton
- Tertiary packaging: pallet, stretch wrap, label, layer pad, strapping

Packaging materials: The definitions of materials should be applied in the same manner as for data used for calculating PRNs.