Valpak
by Reconomy

Data management and insights.

Complex packaging submissions – overcoming the challenges

An introduction.

Complex packaging submissions – overcoming the challenges

Businesses such as large brand holders, manufacturers, wholesalers, and resellers must comply with a range of producer responsibility legislation, including the Packaging Waste Regulations.

Businesses with complex operations may face challenges when gathering and compiling the data required for their compliance submissions, and with reforms to the UK Packaging Waste Regulations underway, in the form of Extended Producer Responsibility (EPR), reporting requirements will become even more complicated.

Business sectors

Key business sectors that are likely to be obligated include the food and beverage industry, hotel chains, franchises, chemical and other manufacturers.

If your company is affected, you will need to make accurate data submissions to meet your company's packaging obligations and demonstrate, to the relevant environmental agency, year-on-year improvements in data accuracy.



"Gathering, collating, and submitting compliance data can be a complex, resource intensive and time-consuming process.

Common complexities.

We understand the most common risks for different business models that can make compiling data submissions complex.

Multi-site/large group operations.

As well as many sites with different activities, these can have multiple stakeholders which increase the administrative burden of compiling data submissions. If part of your group is based overseas or if you have a complex group structure with multiple subsidiaries, you will also need to consider which entities should be registered.

Multi-serve.

Determining if packaging is subject to EPR fees can be complex. For example, where a restaurant sells multi-serve drinks (i.e., wine by the glass) the restaurant would be classed as the end user; therefore, the packaging is not subject to EPR fees. But where packaging is sold over the counter in a pub, the customer is the end user and so these items would be subject to EPR fees. This is particularly problematic for a brand owner that does not know what their customer restaurants are doing.

Franchisees.

These must consider which entity to register and avoid under- or over-obligating themselves.

Contractors/third parties.

These must consider ownership of packaging and to whom the responsibility for this obligation falls.

Label manufacturers.

These must consider ownership of packaging and to whom the responsibility for this obligation falls.



The data form.

Calculating your obligation can be complex - the data submission process involves a series of questions and multiple data tables that need to be populated with weights data.

The time it takes you to complete the EPR data form will vary, as it will depend on the activities your business performs and how difficult it is to obtain the required data. Some producers will need to populate many tables / data fields, whereas others may only be required to fill in a few. Plus, some producers will have to answer several data check questions, whereas others won't need to answer many.

In addition, packaging needs to be broken down into 8 different material types: paper card, fibre-based composite, glass, aluminium, steel, plastic, wood and other. Packaging must also be reported by producer type: brand owner, importer, online marketplace, packer/filler, distributor, service provider. We understand that many businesses do not have the dedicated inhouse expertise to complete data submissions. Many employees report that they complete the data calculations on their own, either as part of, or in addition to, their existing job role.



The Valpak approach.

One option to remove the complexity and reduce the administrative burden is to fully outsource your data submissions to Valpak.

1. We will carry out a full compliance review of all your sites to ensure your data submission is as accurate as reasonably possible.
2. We will ensure your weights information is up to date by either contacting your suppliers or visiting you on-site to weigh the packaging around your products.
3. We will populate the data form and calculate your submission to the standard required by the Environment Agency.
4. We will produce a detailed Submission Methodology Report showing how your data submission was calculated.
5. After we have submitted your data, we will meet with you to review the process.
6. If required, we will represent your business during an Environment Agency audit.

Please note this process describes our **fully outsourced option.** Our data management services are flexible, and **elements can be removed/ added as appropriate depending on your business requirements.**



Our expertise.

We are the largest provider of data management services in the UK. By choosing our support, you can benefit from significant cost and time savings for your company. This will give you more freedom to concentrate on core business activities.

We own the largest weights database in the UK, which holds over 50 million SKUs with unique packaging metrics. Thanks to our extensive database and technical expertise, we can operate more efficiently and with a higher level of accuracy.

On average, our customers report efficiency and cost savings of at least 30%.

Not only do our data management services guarantee the accuracy of your data submissions, but they also provide your company with an improved understanding of the packaging it handles. This valuable insight allows your business to make improvements in packaging design and supports broader CSR objectives.

To further enhance these benefits, we offer additional services such as Packaging Analysis, WhatIf Modelling, and Packaging Technology Consultancy. You can find more detailed information by downloading a copy of our Packaging Analysis white paper.

Our technical ability and experience make us experts in handling large volumes of data across diverse business sectors with complex activities.

We offer data quality assurance, with safe and confidential data storage secure to ISO 27001.

> *"With over 25 years' industry experience, Valpak offers unmatched expertise in data gathering across complex business activities, helping to reduce the burden of calculating packaging submissions.*

Valpak's Data Management team is made up of over 125 technical experts who can provide a range of data consultancy services and support.

Philip Crum - Head of Data Insights
Emma Rukin - Operations Manager
Olivia Candy - EPIC Database Manager

info@valpak.co.uk | 03450 682572



For a free consultation to assess your data management needs please contact us.

Valpak
by Reconomy

Unit 4,
Stratford Business Park,
Banbury Road,
Stratford-upon-Avon
CV37 7GW

03450 682 572
info@valpak.co.uk

valpak.co.uk