



Unique mission to develop a buy anywhere, return anywhere packaging programme

Certified B Corp - the highest scoring product base B Corp in Europe

100% post-consumer recycled PCR aluminium packaging has 80% less emissions compared to virgin aluminium on its production

Already achieving over 75% return rate in some locations, increasing as service expands

Developed strong relationships with key sector players in waste and retail to rapidly grow the business and force a momentum shift towards circularity

Reposit

Reposit, based in Wishaw, deliver a returnable packaging platform that works commercially, operationally and environmentally for all stakeholders. The business achieves an incredible amount within the beauty and retail sector, developing strong relationships with key sector players in waste and retail to grow the business, and force a momentum shift towards circularity.

The business was incubated from Beauty Kitchen and is constantly evolving. Product design, material and reuse are all carefully considered by Reposit, with significant levels of testing at each stage of development to ensure it is truly circular. There is clear buy in from across all levels of the business, with circular principles discussed at staff interviews, inductions and at regular intervals.

Innovation is the key driver for Reposit's business model, working in collaboration to develop a unique offering that works for all stakeholders. Reposit had to overcome the beauty and retail sector aversion to risk around this type of service due to numerous failed returnable packaging initiatives in the past. They conduct pre- and post-market research on their products, have undertaken extensive testing to develop the packaging, and learned from examples of reusable packaging platforms in other European countries.

Category description: Circular Scotland

The Circular Scotland Award recognises businesses that can demonstrate a strong commitment to implementing the principles of a circular economy, ensuring materials are retained within productive use, in a high value state, for as long as possible.

The business launched in 6 Marks and Spencer stores in 2022, followed by an additional 19 stores in 2024. They are aiming to launch across a further 50 M&S stores in 2025, in addition to establishing a nationwide network with major retailers and brands throughout the UK. Their 'Borrow Cup' initiative launched in Glasgow in early 2025, providing a returnable drinking cup scheme with more than 50 locations including national chains and local independents already signed up. Reposit have plans to expand it across Scotland later this year.

The impact of product design and the whole rationale for the business' service model will generate significant potential environmental savings. The 100% post-consumer recycled PCR aluminium packaging has 80% less emissions compared to virgin aluminium on its production. Reposit are already achieving a 75% return rate in some locations, and this will increase as the service expands. Their washing protocol uses thermal disinfection, which uses hot water and steam only, eliminating the need for detergent and practising greater water stewardship.

There are clear financial benefits for businesses with customer buy-in and growth, including reduction in costs for others; this will increase further when Extended Producer Responsibility fees are introduced in 2025. Businesses can also increase their sales and footfall to stores by offering rewards to their customers and becoming a return point location.

Reposit has created long-term employment opportunities in the local community, with 16 members of staff. Employees are given opportunities to develop their career and there is a non-hierarchical structure within the business. They have employed a Warehouse Operative from an employment outreach programme in the Wishaw area, supporting them over a 12-month period, building a role that suited their skills that has enabled them to now work independently. The business is keen to support to local charities and organisations, donating 2% of sales revenue to them.



Quote from the company:

“Beauty Kitchen created Reposit to build a scalable, cross-category, collaborative, returnable packaging platform for the benefit of all stakeholders. Creating the systemic change that is required working organisations across the value chain is not easy and this award is a great recognition of the work our amazing team do every day to make reuse a reality for all.”