



Scaling Reuse Through Smart Refill Systems

Lessons from the Messy Middle

John Minagawa-Webster
Co-Founder and CCO, Ecourage



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Refill works. Scaling it is harder.

A great refill experience
is only the beginning.



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What the real world taught us



Different markets. Different partners.
Same question: What makes people refill again?

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The building blocks of scalable refill

From pilot to infrastructure, every piece must hold.



ecostore

+ safer for you

eco
fill
エコフィル

How to
use

1



2



3



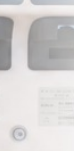
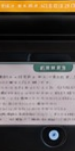
4



5



簡単5ステップ。
お目覚めから、お風呂
タイムまで。



LESSON #1: CONSUMER ADOPTION

Purpose gets attention.
Value drives behavior change.

+133%

INCREASE IN REFILL TRANSACTIONS
At the Ebisu AEON store during Zero Waste Day.

49

Prior period



114

Promotion period

When **purpose** and everyday **value**
align, behavior changes.



ZERO WASTE DAY

+

DOUBLE
LOYALTY POINTS



~15%

AVERAGE CONSUMER
SAVINGS
through bulk refill economics

Reduce friction at every touchpoint.

ORIGINAL APPROACH

OmniCap™

- Dedicated smart cap
- Controlled closed-fill experience



Every change
you ask of the
consumer
creates friction.

New bottle. New
cap. New behavior.

EVOLVED APPROACH

Connected Smart Fill™

- Works with
existing packaging
- Intelligence moves
to the bottle



Meet consumers where they are. Design for convenience.

LESSON #3: ECONOMICS

The business model has to **scale**, too.

Different customers face different financial realities.





LESSON #4: DATA INSIGHTS

Measure what happens.

Without credible evidence, refill remains niche.
Measurement creates the confidence to scale.



Connected data turns isolated results into market-wide evidence.

Scale requires the right **conditions**.



Capital creates the runway. **Policy** reshapes the market.
Courageous **partners** move first and prove what's possible.

What does it actually take to scale refill?

- 01 Give consumers a reason to refill—and come back
- 02 Make it convenient
- 03 Remove the financial barrier
- 04 Measure what happens
- 05 No one player can scale refill alone



Join the **refillution** today

John Minagawa-Webster
(859) 757-7024
John@ecourage-global.com