

RETURNITY



About Returnity

Returnity Innovations is a leader in eliminating single-use packaging by designing and implementing reusable systems that support the shift towards circular economy solutions.

- Based in Brooklyn, NY with over a decade of experience
- Exclusive collaboration with FedEx to deploy reusables throughout their global operations
- Deployed in 10k retail stores in the United States with 1mm+ uses/month

Returnity are reuse-realists, guiding brands and retailers towards smart, scalable packaging strategies.



Operational, Economic and Environmental Hurdles

Why Scaling Reuse and Refill Struggles

Common points of failure:

- **Low return/reuse rates:** Eliminates environmental benefits, packaging cost amortization opportunity
- **Operational complexity:** SKU proliferation, lack of automation compatibility, 3rd-party integration requirements (if even possible), etc.
- **High cycle costs:** The cost of reaggregation, cleaning and redeployment typically exceeds the cost of a disposable package - even when adding in EPR fees



Operational, Economic and Environmental Hurdles

Why Scaling Reuse and Refill Struggles

Common gap adjustments include:

- *Technology* integrations (sensors, tracking)
- *Local* collection points
- *Incentives* for participation and returning/reusing

End Result: *higher costs, higher complexity.*



The Result: Reusable Packaging is...

- More Expensive
- Less Convenient
- Worse for the Planet

(almost always)

Until it isn't.

Returnity's Response:

Minimize investing in behavior change - B2B,
closed consumer settings

Maximize aligning to operational priorities -
format and material bans, automation/AI investments

THE LAST BOX

Engineered for the way you ship

Lightweight durable shell & reinforced seams

Engineered for 50+ uses, standard size carries 50+ lbs. Water & tamper resistant.

Easy carry handles & quick release seal

Ergonomic design. Faster open/close. No cutting.



FedEx® network certified

Conveyor and palletizer friendly. Meets or exceeds corrugated ECT. No special handling fees on FedEx network.

Collapsible design

10 flat fit in 1 built. Over 200 per pallet for efficient returns. Custom sizes available.

Scannable ID

Barcode, label or RFID/SenseAware-ready.

Cardboard isn't just a packaging expense. **It eats into margin across your entire operation.** You pay for it in:

1



Cash Outlay

Recurring spend on boxes, tape, and dunnage every shipment.

2



Lost Product

Damaged or unsellable goods from weak, wet and/or cut boxes.

3



Operational Inefficiency

Labor time wasted cutting open and breaking down single-use packaging.

Leveraged by leaders. Deployed at scale.

The world's leading retailers and logistics partners **trust THE LAST BOX™ to cut costs, protect product, and streamline operations.**



CHANEL

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