

CASE STUDY



Durability Meets Sustainability

How Reusables.com and Metalcraft Power Reuse Programs

BACKGROUND

Reusables.com is a zero-waste packaging platform that helps universities, hospitals, office buildings and corporate campuses replace single-use packaging with reusable containers. The company provides the technology, tools and infrastructure needed to launch and manage reuse programs, allowing food service operations to transition away from disposable packaging with a simple, turnkey system.

By making reusable packaging easy to implement and track, Reusables.com helps organizations reduce waste generated from single-use containers while supporting more sustainable dining operations. The system also encourages long-term reuse by allowing containers to be checked out and returned much like a library book, helping keep packaging in circulation instead of ending up in landfills.

OPPORTUNITY

Reusables.com's reuse platform depends on durable QR code labels to keep containers moving through the checkout, return, washing and redistribution process. Each label contains a unique QR code tied to a database entry, allowing containers to be scanned, tracked and managed throughout their lifecycle.

Because the labels connect the physical container to Reusables.com's tracking platform, durability is critical. Containers are repeatedly exposed to industrial dishwashers, cleaning chemicals, scrubbing and constant handling, meaning labels must remain securely adhered and easily scannable through hundreds (and sometimes thousands) of uses. As Jack Gralla, Hardware Lead at Reusables.com explained, "Ideally, the label has a longer lifetime than the container itself."

To find the right solution, Gralla and his team tested labels from multiple suppliers for durability, scratch resistance, adhesion and wash performance under harsh conditions before selecting Metalcraft.

SOLUTION

After extensive testing, the company selected Metalcraft labels for their durability and performance. According to Gralla, Metalcraft's labels were "the most durable and resilient in our testing," outperforming other suppliers during wash, scratch and adhesion testing.

Metalcraft labels are used on both stainless steel and plastic containers, each featuring a QR code, branding and a serialized container ID tied to the tracking platform. When scanned, the labels enable containers to be checked in, checked out and tracked throughout the reuse system.

RESULT

Metalcraft labels helped Reusables.com create a reliable tracking system capable of supporting high-volume reuse programs in demanding food service environments.

The partnership also supports Reusables.com's broader sustainability mission by helping extend the usable life of reusable containers and reducing the need for relabeling or replacement.

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Jack Gralla

- Hardware Lead at Reusables.com