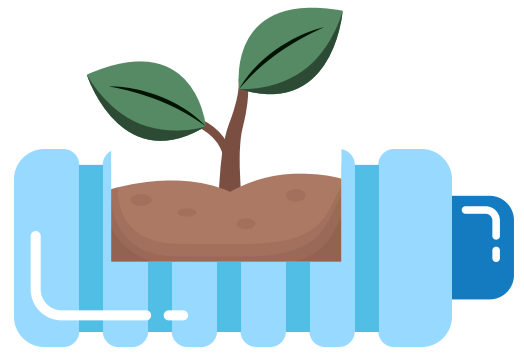


Reuse Trail

Museum of Brands Self-Guided Worksheet



Packaging is produced for many purposes, including holding food or cleaning products. While this packaging serves a purpose for a certain amount of time, it is important to understand what happens to it after you've finished using the product.

Use this worksheet to explore how packaging can be transformed through reusing and repurposing.

1. Victorian Stoneware Flagon: Reuse

Across from the Victorian rocking horse, you'll find some large brown jugs called stoneware flagons. What connects them to a Starbucks reusable cup? Companies sold these containers and gave discounts for refills. Local farms and dairies had subscriptions where flagons were collected or returned in town to be refilled. Users got fresh and cool milk because of the stoneware's thermal properties. The flagons were varied in shape, material, colour and design. Some had intricate painted patterns. Flagons for dangerous chemicals had unglazed or ribbed sections as a warning.

What are the similarities and differences between these flagons and reusable coffee cups sold today?

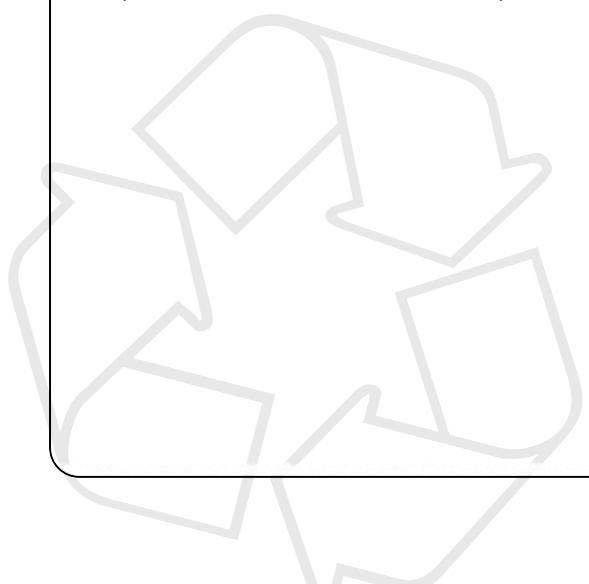
Similarities

-
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-
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Differences

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The process of reusing pottery flagons would have included collecting, cleaning, refilling, and distributing. How is this process more sustainable compared to other methods of product distribution commonly seen today?



2. Biscuit Tins: Repurpose

Biscuit tins were first produced in the early 19th century. The tins themselves came in many different shapes and designs. Once empty, people often kept biscuit tins and reused them for storing items like buttons or letters.

Look at the biscuit tins in the Victorian era as inspiration and design your own tin to be reused.

Next to the WWII toys and games, you'll find tins, bottle and cans that give a peek into conditions in Britain. Raw materials were redirected to the war effort, so packaging for domestic products was limited. You'll notice smaller, paper labels and, if you look closely, some messages about returning packaging. The public was offered financial incentives to return packaging to the war effort once empty.

Can you find an example in the cases? What messages do they use to encourage people to participate?

3. Yoghurt Pots: Single Use

Until the early 1960s, yogurt was usually sold in glass jars which would be returned. Nowadays, yogurt is sold in single use plastic packaging. This is much cheaper and easier to produce, and allows manufacturers to use branding and colour to make their product stand out on the shelf. Whilst these can be recycled, the difficulties of the process mean that often they go to landfill or to be incinerated. The impact of non-biodegradable single use plastic on our environment means their usage is now widely criticised.

Compare and contrast glass yoghurt containers with the new single-use plastic containers. What positives and negatives have each provided?



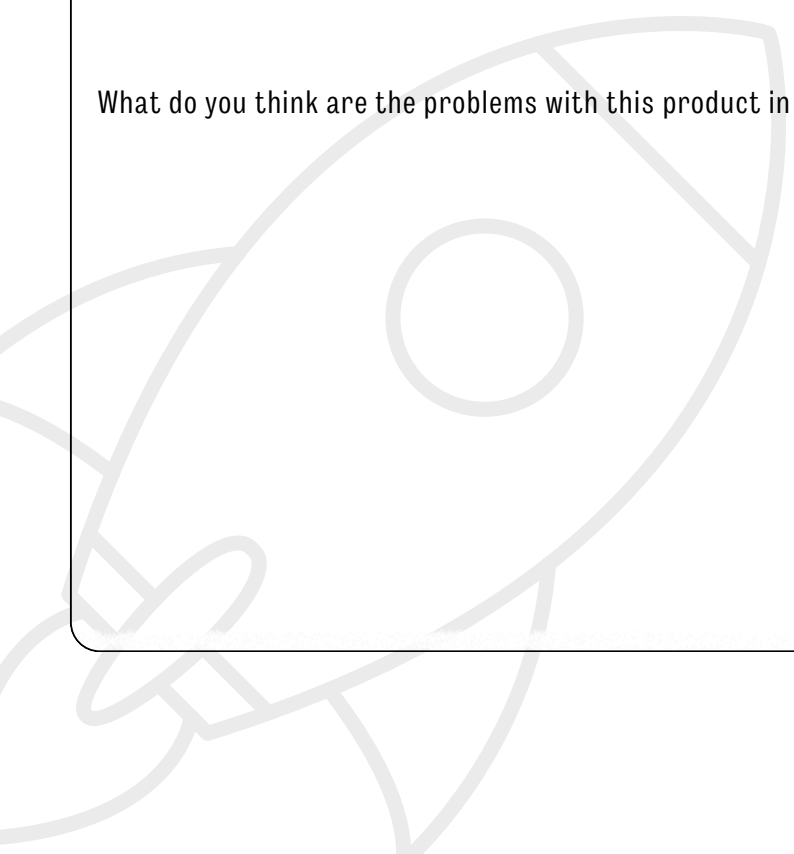
Despite the environmental impacts of single-use plastic, how have companies been marketing yoghurt to attract consumers? Think about the colours and designs of the packaging or who they are targeted towards.

4. Nestlé Time Capsule: Repurposed

To celebrate the millennium, Nestlé released a large plastic rocket, which encouraged consumers to use the packaging as a time capsule (once you've eaten all the sweets, of course). However, many people found other uses for the sturdy plastic container, from coin jars to a fully motorised rocket!

Using the Nestlé rocket as inspiration, brainstorm some packaging materials you have seen in the displays that you could repurpose into a new creation.

What do you think are the problems with this product in terms of sustainability?



5. Corona Bottles: Return

Find the sustainability case studies. You will see a Corona bottle, which was a fizzy drink that came in different flavours including Orangeade. It was delivered to your home by the 'Corona Man' and, when empty, the could be returned for a ha'penny in 1920, increasing to 10 pence by 1980. Children would collect bottles to return for extra pocket money.

Throughout the 1980s, sales began to fall due to the rise of supermarkets and single use plastic, and the scheme ended. The UK government has been considering restarting a return scheme for bottles and cans, which the Department for Environment, Food and Rural affairs hope could reduce discarded bottles by 85%.

What similarities do you see with the way the flagon was used in the Victorian era? How have return schemes changed or stayed the same?

Imagine you are in the government creating this new scheme. What considerations would you need to make when thinking about how to make it successful?

