



Why work with re-universe?

re-universe has developed a platform technology specifically to facilitate reuse, refill and recycling.

Front and back end technology is fully integrated, allowing end to end solutions from production through to consumer.

Ease of use lies at the heart of the technology. Consumers don't need to download any apps, they just scan a code on either the item being returned or a return point and they are led through the process.

Return points can be fixed e.g. in-store, or mobile e.g. delivery van.

The platform handles deposits, rewards, loyalty schemes and deposit donations or combinations as chosen by the retailer.

Any SKU can be accommodated. The system is optimal when using serialisation, the unique coding of each item being refilled, but can be adapted to work with bar codes in certain circumstances.

The platform delivers exceptional data opportunities and first-party consumer engagement through opt-ins or API integration into existing retailer apps and loyalty schemes.

The technology has been developed over 5 years and delivered the world's first digital deposit return scheme trial in 2020 with further successful trials since then.

The system is now live at Blenheim Palace who have completely replaced single use cups with deposit paid returnable ones.

Working with re-universe enables retailers to benefit from re-universe's years and hundreds of thousands of pounds invested in the platform's development, and to deliver a working refillable solution more quickly and far more cost effectively than starting from scratch.