



# Reuse Info

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Guide to the new standard label for returning **reusable packaging**

OCTOBER 2021

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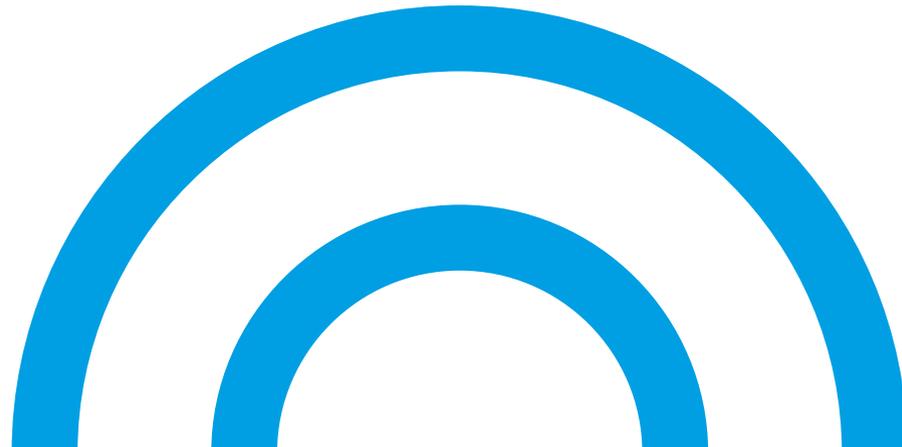
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# 01

# Context



**This guide provides all the information and guidelines you need to add the new mandatory harmonised reuse label to your reusable household packaging covered by a return scheme<sup>(1)</sup>.**

**The aim is to provide your consumers with the information they need and ensure you are in compliance with the new regulatory requirements (Article 17 of the French AGECE Law and Decree no. 2021-835 of 29 June 2021).**

As with sorting and recycling, reuse is part and parcel of the challenge to consume more responsibly, with consumers increasingly engaging in the general effort. The offer of products marketed in reusable packaging is therefore growing, and should count for 5% and 10% of all packaging<sup>(2)</sup> placed on the market by 2023 and 2027 respectively (objectives set by Article 98 of the AGECE Law).

Unlike single-use packaging, reusable packaging does not yet benefit from a harmonised collection scheme throughout French territory. It tends to be managed through local initiatives, even though national projects are currently in the pipeline.

By adding Reuse Info to your reusable packaging, your consumers will have access to consistent harmonised information on the right action to take (how to return their empty reusable packaging), whatever the scheme.



An English version of this guide is available in your secure Customer Space.



(1) Your reusable packaging is covered by a return scheme if: 1) consumers have access to a well-indicated location and facilities to return their packaging after consumption (e.g. an automatic in-store collection point), 2) a packaging processing system is in place (transport, cleaning and palletising).

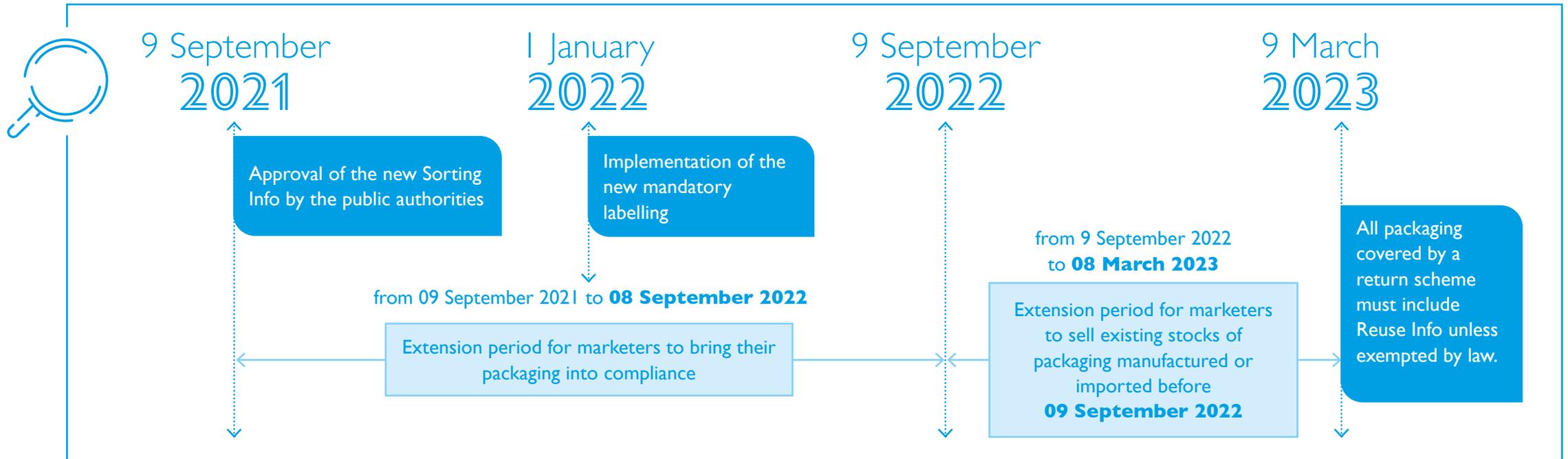
(2) Household and non-household packaging.

## Informing the consumer about the rule for returning reusable packaging: what does the law say?

Article 17 of the French AGEC Law and its implementing decree (no. 2021-835 of 29 June 2021) establish the legal basis for consumer information regarding the reuse label.

### Which are the most important points to remember?

- A harmonised label providing instructions for returning reusable packaging **covered by a return scheme** (Reuse Info) will be mandatory from 1 January 2022. It will need to be accompanied by the Triman logo, which indicates that the packaging is subject to a sorting or return rule (see page 8).
- **Exceptions:** glass beverage bottles and any packaging smaller than 20 cm<sup>2</sup> in size may be exempt or subject to slightly different labelling obligations (see p. 12 for details).
- The Reuse Info has been approved by the French Ministry for Ecological Transition and the French Ministry for the Economy and Finance, and is now the standard marking, easily recognised by consumers. It concerns all companies placing reusable household packaging on the market in France, and can only be customised as indicated in the guidelines.



# 02

# Reuse Info Graphic Standard

- Reuse Info components
- Reuse Info design
- Choosing the format
- Examples
- Special cases

## Reuse Info components

The aim of the harmonised Reuse Info label is to promote the development of reusable packaging by making it easier for consumers to differentiate it from single-use packaging, and by providing information on how to return it.

The label carries 3 mandatory pieces of information:

**The Triman logo is mandatory and may not be removed** from the Reuse Info block (see p. 8).

①



**EMBALLAGE  
RÉEMPLOYABLE**

②

The Reuse Info informs the consumer clearly that the **packaging is reusable**, to set it apart from single-use packaging.

*Points de retour : [www.xxxxxxxxxxxxxxx.com](http://www.xxxxxxxxxxxxxxx.com)*

③

The **mandatory text** should let consumers know about the **return points**, where the packaging is collected for reuse.

## Reuse Info components

### ① The Triman logo

The Triman logo is the symbol that tells consumers that the product or packaging needs to be sorted or brought to a collection point. In compliance with Article 17 of the AGEC Law, sorting or return information should feature alongside the logo.

#### Specific information on size

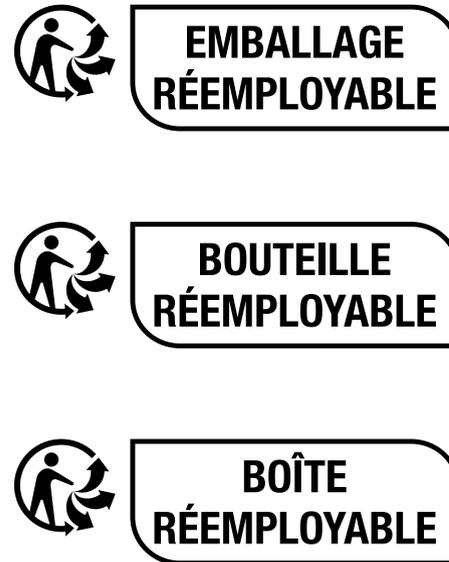
In accordance with the original terms of use for the symbol, issued by Ademe(1), the Triman logo should not be smaller than a given minimum size:



**All the Reuse Info formats presented in this guide have been designed with these minimum-size requirements in mind.**

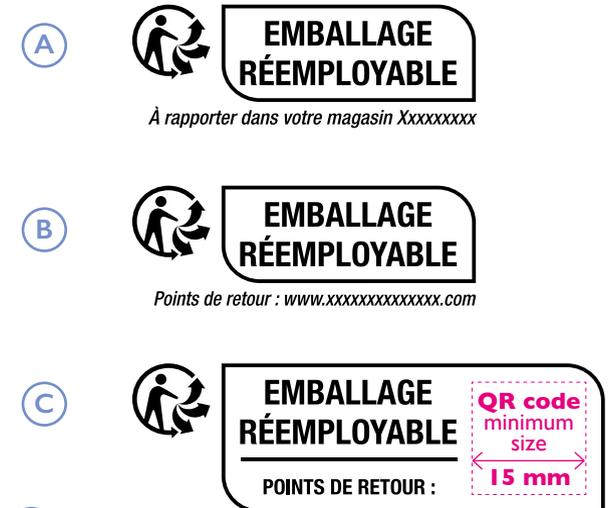
### ② Packaging reusability

The Reuse Info tells the consumer that the packaging is reusable. You can either use the **standard text** “reusable packaging” or state the type of packaging concerned (reusable bottle, pot, etc.).



### ③ Packaging return points

Given that several different **return schemes** may vary across French territory, marketers can either give the name of **one return point** (A) or provide access to a **finite list of return points** by using a **web address** (B) or a **QR code** (C).



**If you want to use a QR code, it has to be at least 15 mm in height and width to be scannable by consumers.**

(1) <https://librairie.ademe.fr/dechets-economie-circulaire/2870-signalétique-commune-de-tri-triman-guide-d-utilisation.html>

# Reuse Info design

## Graphic standard elements to be used

### 1. Triman logo (1)

All the Reuse Info logo formats presented are designed in keeping with the label's graphic standards issued by Ademe (see page 8).

### 2. Typeface

#### 2a Text inside the box

Helvetica Neue 77 Bold Condensed

#### 2b "Return scheme" text

Helvetica Neue 67 Medium Condensed Oblique

### 3. Exclusion zone

The Reuse Info's exclusion zone should be three times the thickness of the border line.

This zone (3a) must always be clear of any element that may affect the legibility of the reuse info. If the background is busy, this zone is represented by a white box: **legibility block** (3b).

### 4. Colour and background

The Reuse Info can be used in **a monochrome colour of your choice**. The choice of label options should always take legibility into account with regard to the background (4).

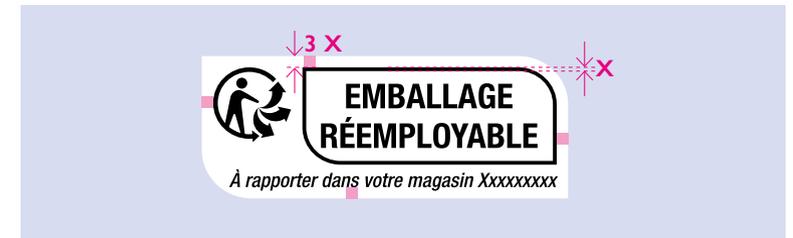


Helvetica Neue 77 Bold Condensed  
 ABCDEFGHIJKLMNOPQRSTUVWXYZ  
 abcdefghijklmnopqrstuvwxyz

Helvetica Neue 67 Medium Condensed Oblique  
 ABCDEFGHIJKLMNOPQRSTUVWXYZ  
 abcdefghijklmnopqrstuvwxyz

3a

3b



4

! Make sure that letter stems are always at least 0.2 mm thick.  
 Make sure that the body text size is always at least **5 pt**, regardless of the layout and format.



## Choosing the format

The Reuse Info format can vary according to the limits imposed by the packaging's shape or size.

- A Standard:** This is the main version. It should be used by default if there is sufficient space on the packaging, and can be enlarged. The height of the legibility block is 19 mm (23 mm for the QR code version). This ratio must be kept for enlargements.
- B Compact:** This version should only be used if space is limited. **It cannot be reduced in size** as the Triman logo used here is already set at the minimum height of 6 mm authorised by Ademe. The height of the legibility block is 13 mm. This ratio must be kept for enlargements.



Find all the Reuse Info marks available, according to the desired layout or format, in the "Reuse Info" kit available at: <https://clients-emballages.citeo.com>

### A Standard version



The **QR code** format is only available in the standard version.

### B Compact version



The Reuse Info with QR code format has not been created for the Compact version because of the incompatibility of the code's minimum required size (15 mm).

# Examples

## I. Beer bottle



## 2. Food bowl



### Specific name: bottle



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**BOUTEILLE  
RÉEMPLOYABLE**

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**BOUTEILLE  
RÉEMPLOYABLE**

**POINTS DE RETOUR :**

**QR  
code**

### Generic name



**EMBALLAGE  
RÉEMPLOYABLE**

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**EMBALLAGE  
RÉEMPLOYABLE**

*Points de retour : www.xxxxxxxxxxxxxx.com*



**EMBALLAGE  
RÉEMPLOYABLE**

**POINTS DE RETOUR :**

**QR  
code**

### Specific name: bowl



**BOL & COUVERCLE  
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RÉEMPLOYABLES**

*Points de retour : www.xxxxxxxxxxxxxx.com*



**BOL & COUVERCLE  
RÉEMPLOYABLES**

**POINTS DE RETOUR :**

**QR  
code**

**Possible  
versions**

## Special cases

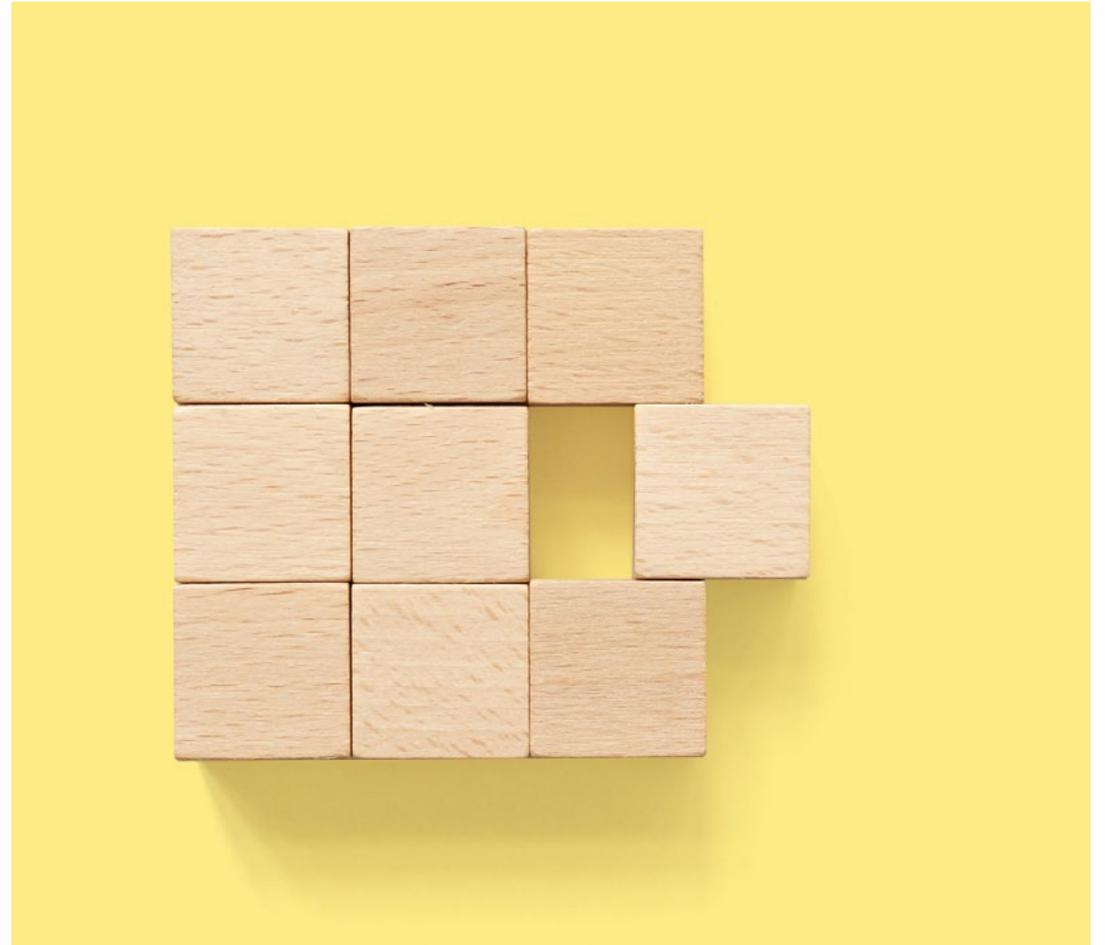
### Glass packaging for beverages

Article 17 of the French AGEC Law states that **glass packaging for beverages is exempt from the obligation** to add a sorting or reuse label. It is an exception. The Triman logo and Reuse Info are therefore added on glass beverage bottles on a voluntary basis.

### Small packaging items

The implementing decree of Article 17 of the AGEC Law sets out specific provisions for two types of small packaging item:

- 1 Packaging items whose largest side has a surface area of less than 10 cm<sup>2</sup>, and which do not have accompanying documentation, are exempt from Triman and Reuse Info labelling provided that corresponding information is available in electronic format.
- 2 Packaging items whose largest side has a surface area of between 10 and 20 cm<sup>2</sup>, and which do not have accompanying documentation, must carry the Triman mark but are exempt from Reuse Info labelling provided that corresponding information is available in electronic format.



## ANY QUESTIONS?

Please send us a message via the  
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get in touch with your usual contact person.

If you print this document, don't forget to sort it.



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