

RIVIAN

CASE STUDY: Rivian Automotive Partners with Schaefer to Reimagine a More Sustainable Reusable Packaging System using Ocean Bound Plastic

Background & Challenge

Rivian Automotive is passionate about sustainability and reducing the environmental impact of their operations and the vehicles they produce. Rivian was seeking a more sustainable reusable packaging container option to reduce packaging costs on a per-use basis, save time and money on labor and handling activities, and improve unit load and related transportation and storage efficiencies.

Solution & Results

Rivian partnered with Schaefer to assist in the design of an innovative container line utilizing Ocean Bound Plastic (OBP). Rivian and Schaefer collaborated with Envision Plastics and Plastic Bank to supply the OBP, which is collected from waterways across the globe.

The collected plastic is sent to Schaefer's molding plant in North Carolina where it is converted into plastic pellets. Injection molding machines are used to manufacture the totes and bins. The reusable packaging undergoes extensive testing for strength and quality before the final bins are shipped to Rivian, where they are used as part of their reusable packaging system.

As a result, Rivian has converted 24% of their expendable packaging into OBP reusable packaging systems, saving more than \$12 million in expendable packaging costs. The OBP system saves time and labor in packing and handling activities, and has significantly increased Rivian's cube usage on trailers and in vertical spaces in the warehouses.

Since May 2021, Schaefer has been actively producing handheld returnable totes and bulk bins from 50% OCP and 50% recycled post-consumer resin material in a full production setting.



Market(s): Automotive

Solution: Create a reusable container line using Ocean Bound Plastic (OBP).

Key Outcomes:

- Reduction in packaging costs on a per-use basis
- Nearly 2 million pounds of plastic were removed from waterways by the end of 2022
- Time and labor savings for packing activities and waste diversion
- Conservation of natural resources