

Nike – Wilsonville Distribution Center

One of the challenges with reusing corrugated boxes is the problem of markings and labels. If cartons are being reused to ship parcels via a delivery service, it is essential that any old address labels be removed or covered over.

Nike's Distribution Center in Wilsonville, Oregon has developed a low-cost solution to this problem. Large, brown, self-adhesive stickers are used to cover old address labels. The stickers have the words "Re-Use It We Are" printed on them.

Nike has reused cartons for several years in its piece pick operations, where customers (such as retailers) are ordering less than full cases of footwear. "Re-Use It" stickers cost \$0.07 each. Since a ready supply of empty boxes is on hand, there are no costs to obtain or set-up the reused boxes. In contrast, a new box costs an average of \$0.98 (\$0.75 for the box and \$0.23 per box paid to a sheltered workshop for box set-up). So the net savings per box reused is \$0.92. Currently, an average of 400 boxes are being reused per week in piece pick operations, for a net annual savings of around \$19,000.



Nike recently expanded box reuse into its Return to Stock program, where merchandise returned from retailers is placed back into the warehouse. Savings per reused box are lower (around \$0.56 net, per box), but the number of boxes reused is higher – currently around 1,150 cartons per week. This translates into additional savings in excess of \$33,000 per year, a number that may grow, as this reuse effort is still relatively new.

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