

# deSter joins Belgian retailers in reusable food packaging pilot project



deSter joins waste reduction and reusable packaging initiative with Belgian retailers

Belgian retailers [Albert Heijn België](#), [ALDI Belgium](#), [Carrefour Belgium](#), [Colruyt Group](#), [Delhaize Belgium](#), and [Lidl Belgium & Luxemburg](#) are working together to reduce waste with reusable solutions, starting with blue mushroom trays. [deSter](#) is contributing to the project by providing reusable packaging solutions.

The Reusable Packaging Coalition, supported by [Made Design & Innovation](#) and [Fost Plus](#), is spearheading this pilot project, set to launch in the Mechelen next year.

“As an innovative packaging producer with 50 years of experience, deSter creates sustainable food service and travel experiences. This consortium initiative is a unique opportunity to realize a reusable concept across company boundaries throughout the entire chain. Through this collaboration, we at deSter believe that a user-friendly and profitable solution can be forged that will be widely applicable,” said Filip Fransen, Senior Category Director Foodservice at deSter.

This initiative is a step toward the European Packaging and Packaging Waste Regulation, which will ban all single-use packaging for fruits and vegetables under 1.5 kilograms by 2030.

deSter said via LinkedIn that is “proud to be a part of a groundbreaking initiative for reusable packaging!”