

Asda Sustainability Store

Case Study

Middleton, Leeds



The Challenge: To support Asda in their 'Greener at Asda Price' campaign to reduce, reuse and recycle plastic packaging

The Results

15

refilling stations combining HL Display gravity / scoop bins.

Over 100 lines

of refillable grocery essentials that include lines such as coffee, cereals, rice, teabags and pasta

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Asda

Case Study

Asda sustainability store champions refill and recycling



HL Display have played a crucial role in helping supermarket giant Asda launch their first new sustainability trial store.

The store, located in Middleton, Leeds, is designed to help shoppers reduce, reuse and recycle with ease.

The stand-out feature of the store is the 15 huge refilling stations that combine HL Display gravity bins, which offers customers a wide variety of household staples sold in refillable format.

Big brands such as Kellogg's, PG Tips and Quaker Oats, as well as Asda's own brands of rice and pasta, are just some of the organisations using a new way of shopping.

Reducing Plastic

HL Display worked alongside Asda to also meet their vision of reducing plastics, with a promise that customers will not pay more for greener options.

The supermarket also launched 'Greener at Asda Price', a national price promise that loose and unwrapped products will not cost more than wrapped equivalents.

As well as gravity bins, HL Display also supplied Asda with our 3e Scoop Bins for food items such as tea bags. Our POS displays and POS posters were also used throughout the store to promote key marketing material and messages.

Roger Burnley, Asda's CEO and President said: *"We have always known that we couldn't go on this journey alone, so it is fantastic to work in tandem with*

more than twenty of our partners and suppliers, who have answered the call to test innovative sustainable solutions with us.

"This is an issue that matters greatly to our customers – our own insight tells us that more than 80% believe that supermarkets have a responsibility to reduce the amount of single use plastics in stores.

"We want to give them the opportunity to live more sustainably by offering them great product choices and value, underpinned by a promise that they won't pay more for greener options at Asda.

"During the next few months we will listen to customers and colleagues' feedback on Middleton so we can understand how we can continue to reduce our environmental impacts, whilst continuing to deliver quality service at a great price."

Other sustainability initiatives

This trial store will house recycling facilities for items that are difficult to recycle in kerbside collections such as crisp and biscuit packets, plastic toys, cosmetic containers and toothpaste tubes.

It will also feature the supermarket's first reverse vending machine for cans, plastic and glass drinks bottles.

Over 50 fresh produce lines including mushrooms, apples and baby plum tomatoes will be sold in loose and unwrapped formats, while plastic wrapping will be removed from certain multipacks of canned beans and soups. Asda has pledged that customers won't pay more for these "greener" options.



For more information on HL Display products, email: sales@poscentre.co.uk, call 0845 070 4211, or visit www.hl-poscentre.co.uk