

Grain & Sustain

Burntisland, Scotland

Case Study



The Challenge: To reduce packaging on over 400 instore items and to provide customers with a sustainable way of shopping.

The Results

420

products now on refill, an increase from 40 prior to HL's range of bulk bins.

95%

reduction of food waste on food items such as nuts, pulses, cereal, flour and custard.

“ The HL Display gravity bins have been a huge success with our customers. They create an eye-catching display. ”



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HL Display help to educate in sustainable shopping

An award winning zero waste business has entrusted the help of HL Display to educate shoppers about the benefits of making ethical, environmentally friendly spending choices.

Grain & Sustain was the brainchild of former lawyer and charity consultant, Louise Humpington (pictured above), who wanted to create a business with an eco-friendly ethos.

Launched in October 2019, Grain & Sustain has become known for its wide range of store cupboard ingredients, and HL Display has played a pivotal role.

Removing plastic waste.

Used with products such as baking ingredients, dried fruit, flour, oats, cereals, beans, pulses, herbs, spices, nuts, seeds and their famous vegan pick 'n' mix, HL Display's range of gravity bins and scoop bins allows shoppers to stock up their cupboard without the plastic packaging.

"The HL Display gravity bins have been a huge success with our customers," said Louise, whose vision of her business came during her pregnancy with her third child.

"From a visual perspective, people love it. The displays are eye-catching, and it draws customers in to make a purchase, as well as being easy for them to use."

"The bins have also helped to create space within the store. This ultimately has helped us going from a store that originally stocked 40 products on refill, to over 420 in just ten months.

Educating Shoppers

Louise, alongside her husband Will, have a background in human rights & environmental campaigning and the entrepreneur admits she started this retail business to help educate consumers, and give people a choice in sustainable shopping.

Grain & Sustain opened their third store in Scotland in recent weeks and Louise hopes she can help others to have an impact on plastic reduction and climate change, by

making more sustainable and ethical choices.

Louise continued: "The business' ethos is in helping educate people to make informed choices on their sustainable lifestyle choices, and to empower them on their journey to zero waste.

"I wanted to start a business which I could undertake with my family, and both climate change and ethical consumerism are topics we feel passionately about. We are a business that has an education ethos.

"We don't judge people or dictate what choice they should make but empower them to make evidence based decisions which are right for them taking account of their individual circumstances.



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