

Milk: Introduction of Returnable Cages



The Improvement

The guiding principles of the company are to provide its customers with a choice of good quality products at competitive prices. These principles are encapsulated in the words “Better Value” for which Dunnes has become famous.

The Changes

Dunnes have re-configured their Own Label 2 litre milk packaging so that it is delivered in steel returnable cages. There is no other secondary or tertiary packaging attached to this product which means that it does not have to be removed before the point of sale or processed for recycling.

A clever display system allows the cages to be wheeled into position in the chilled products area with a kickboard placed in front of them containing pricing information, barcodes etc.

Other suppliers of 2 litre milk containers to Dunnes also use the steel cages and display system, but some still use a plastic shrinkwrap to group their products. This has to be removed by Dunnes staff and recycled before the product is displayed.

The Benefits

- **No need to recycle pallets, stretchwrap etc.**
- **No need to recycle cases or shrinkwrap**
- **No unpacking of products on shelf**
- **Rapid stock replenishment**

The Issues

While the project has been a great success for Dunnes Own Label product, Dunnes are discussing the project with their other milk suppliers with a view to removing all shrinkwrap from their products as well.



Milk packaging in steel returnable cages

Further Information

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The Company



DUNNES

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Packaging Waste Prevention

