



Vegetables: Rigid Trays to Bags

The Improvement

SuperValu have recently made changes to the primary packaging of many of their pre-packed fruit and vegetable lines.

This helped to dramatically reduce the weight of primary packaging involved without having any effect on secondary or tertiary packaging.

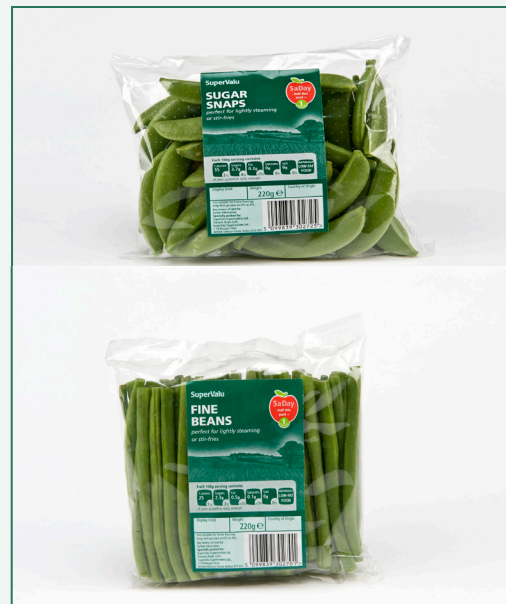
Previous packaging - rigid trays



The Issues

Due to the changes in packaging style, it was possible that new customers might get confused with the new format. Therefore it was important to retain brand recognition with the customer through familiar labeling.

New packaging - plastic bags



The Changes

Where possible, rigid primary packaging has been replaced by flexible materials such as micro perforated films, polypropylene (PP) flow wrap or polyethylene (PE) netting.

Further Information

For further information on SuperValu see: www.musgravesustainability.com

The Benefits

Replacing the rigid packaging with flexible packaging allowed for average savings of :

- 81% in prepared vegetables primary packaging
- 66% - 73% in herb products primary packaging
- 75% in chilli products primary packaging
- 37.5% in stone fruit primary packaging

All of these savings lead to an overall annual projected savings of 25 tonnes of primary packaging.



ESTD 1876 MUSGRAVE GROUP

Musgrave Group is a partner to entrepreneurial food retailers and foodservice professionals, supporting more than 3,400 retail partners in Ireland, the UK and Spain. The company was founded in Cork in 1876 by brothers Thomas and Stuart Musgrave, and is today one of the largest and most successful companies in Ireland.

Musgrave Group was recently identified as one of the world's top fifteen eco-friendly organisations in the retail sector according to a global study published by Canada's Ryerson University School of Retail Management.

The 'Greening Retail' initiative, which also involved researchers from Scotland's University of Sterling, France's University of Metz, Japan's Hitsubashi University and Spain's ESADE, examined the environmental practices of 200 leading international companies in the retail sector in Europe, North America, Asia and Australia with the aim of identifying best practice and showcasing the steps that the best companies are taking to implement more sustainable practices. Musgrave Group, the only Irish company to feature in the research, was identified as having world-class sustainability practices.