

**ASDA** Is the Winner of ...

## **‘Innovation of the Year Award 2010’**

**and Finalist in 4 other Categories ...**

**Flexible Plastic Pack of the Year | Environmental Initiative of the Year | Sustainable Pack of the Year | Supply Chain Solution of the Year |**

### **A JOINT PRESS BRIEFING FROM THE SYSTEM SUPPLIERS**

Congratulations to ASDA for achieving recognition of its commitment to sustainability and format development. The supplier of this innovative new format and packaging system is **eziserv/ISDS** based in Chinnor Oxfordshire ([www.eziserv.com](http://www.eziserv.com)) and their supplier partners, IPN Group ([www.ipn-group.com](http://www.ipn-group.com)), Amcor ([www.amcor.com](http://www.amcor.com)) and Pi Global ([www.piglobal.com](http://www.piglobal.com)). The trial with ASDA is supported by WRAP (Waste & Resources Action Programme) ([www.wrap.org.uk](http://www.wrap.org.uk)).

In Store Dispensing Systems (ISDS) and dedicated returnable and refillable packaging were an original innovation of eziserv and Pi Global who have been active in this area since 1997. Initially commissioned by Shell Chemicals, this is a mould breaking change in the way that consumers purchase goods from retailers and makes a significant improvement on their environmental footprint at no extra cost. ISDS changes the supply chain dynamics from disposable pre-packaged goods to the same high quality products shipped and dispensed in store in strong, lightweight and reusable packaging. Richard Garnett of eziserv said, *“Customers readily engage with this format and really appreciate the opportunity to make a tangible difference in reducing the waste volume created in their homes”*. The same great products are now available in packaging that isn’t just light but actually works better and reduces the waste stream by 96%. The technology is being evaluated by Unilever and other manufacturers.

The current WRAP supported, five-store-trial with ASDA is delivering two variants of their own label fabric conditioner, however, the system is equally applicable to many liquid products currently on retailers' shelves. The system can be seen in operation and you can read live comments at: <http://aislespyblog.asda.com/2010/5/21/so-how-is-our-revolutionary-machine-going-down-with-customers>

The IPN Group, Pi Global and eziserv jointly developed this packaging solution with strong sustainability benefits that fully integrates with dispensing equipment

specifically for retail use over the last ten years. IPN is the global market leader for closures on pouches and has focused on more sustainable flexible packaging solutions ever since they were founded in 1996.

One of their key technologies is known as “Clean Clic” and this is typically integrated into flexible packaging and is already in use with Nestlé, Coca Cola and Rubbermaid.

In the eziserv / ASDA development, the Clean Clic is integrated into a unique cap that works with the dispensing equipment and also is simple to open and use at home. The uniqueness of these designs allows our commercial partners to access a globally protected IP platform offering generic and product specific connection which in some cases could be exclusive for certain markets and product sectors.

Jeroen Gebbink of IPN commented *“The partnership with IPN and eziserv is seen as a strategic combination of skills and capability and IPN is looking forward to explore more sustainable packaging solutions like this successful example with ASDA”.*

The success of this project is also supported by Amcor who are the supplier of the flexible refill pouch. Caring for the environment is one of Amcor's core values and by providing more sustainable solutions, like their Amcor NaturePlus product range, or flexible packaging that enables the reduction of packaging volumes and weight, the company helps its customers and consumers around the globe to introduce and benefit from more sustainable packaging in the market.

The pouch used for ASDA's refill laundry conditioner is characterised by a strong laminate that enables at least 10 refills without compromising on the pack's quality. By replacing the rigid bottles with a flexible refillable pouch, ASDA achieves a packaging reduction of 96%. Additionally, the shipment of the unfilled pouches results in a reduction of transportation costs and carbon footprint, as the equivalent of one truckload of empty rigid bottles occupies just one pallet space.

Amcor's range of stand-up pouches can be used for many applications in the food, beverage, home and personal care sectors as well as industrial markets. Along with potential structural material savings, they offer significant benefits to both retailers and consumers. ASDA's refill pouch has a large print surface for the display of product information and the film's transparency allows the consumer to see how much conditioner is still left in the pouch. The convenient handle ensures easy carrying and the spout enables easy pouring and proper dosing of the softener. Finally, the bottom gusset guarantees that the pouch can be stored in the usual upright position at the consumers' homes, no matter how much product is left within the pack.

# ASDA At the UK Packaging News Awards 2010

The ISDS format from eziserv and its partners can be adapted to almost any product and can be implemented and supported in any market sector across the globe. Further general and system details can be provided by eziserv using the contact details below or specific technical questions can be addressed by contacting our co-operating partners as listed.

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### INNOVATION OF THE YEAR

#### SHORTLIST

Asda: Fabric softener refill pouch system

Cardmasters: The Elevator

DS Smith Packaging Belper:  
United Biscuits Imagelase

DS Smith Speciality Packaging  
Launceston: Vitacress transit case

Wine Innovations: Marks &  
Spencer Le Froglet 187ml  
wine goblet

2009 winner: Timestrip: Cargo  
cosmetics and Timestrip  
technology integration



#### WINNER

##### Asda: Fabric softener refill pouch

The last year has been marked by packaging innovations from supermarkets, but our judges felt that this ingenious refill system from Asda stood out above the rest. The system, which has been trialled at the retailer's Barnsley store, allows customers to refill fabric softener into special laminated pouches through an in-store refilling station that pumps product from the back of store. The pouches, which are designed to last for ten refills, feature a clever 'clean click' system to attach them to the dispensing unit, while the barcode incorporates an RFID chip that makes sure the machine dispenses the correct variant of product into the pouches.

Our judges were hugely impressed, with one commenting that the supermarket deserved "10 out of 10" for trialling the product. While the system remains to be proved over a wide roll-out, the judges were convinced that Asda had won the environmental argument with the launch. One went so far as to suggest that the system could drive both consumers and retailers to rethink their shopping habits entirely.

Moreover, the dispensing machine formula ticks the environmental box for the amount of material that's saved - Asda estimates that if a pouch is used the full 10 times, it saves 96% packaging weight compared to buying the product in bottles. A glimpse of the packaging - and supermarket - of the future? You heard it here first.

#### HIGHLY COMMENDED

##### DS Smith Speciality Packaging Launceston: Vitacress transit case

Further praise for this product from DS Smith that is also commended in this year's Corrugated category (p18) and won judges over on both the functionality and environment fronts. A paper liner replaces the traditional expanded polystyrene pack and the pack is covered by a tray of crushed ice that helps keep the product in good condition.

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