

A MORE SUSTAINABLE POINT OF SALE

| George Tzintzis

Retailers are focusing on their footprint in-store and across the country, point of sale, is going green. Mother Earth is celebrating and so is the creativity of retail – the recent New Zealand Pride in Print Winner was the paper and print version of the combi-van for Nestlé Maggi.



Nestlé, is committed to implementing environmental guidelines for all displays, including being manufactured out of a single material, fully recyclable, with no plastics or any other components that limit the environmental recyclability through standard waste streams. Nestlé isn't limiting this to point of sale, they are committing across all packaging lines also, and recently announced their Mars and Snickers bars packaging will also now contain higher elements of paper to improve recyclability and reduce the footprint of packaging waste across the highly popular chocolate.

Carla Bridge from Shop! ANZ, the not-for-profit industry body for retail merchandising, says, "I expect this is just the tip of the iceberg for Nestlé, who is also investing heavily in all elements of manufacturing, including supply and logistics in regards to sustainability, and packaging. Within the next five years, I anticipate that a larger percentage of the major brands will follow suit as it is important for their brand identity and customer engagement."

With their combi-van for Nestlé Maggi, they wanted an experiential point of sale stand that would 'draw eyeballs' and create exciting moments whilst remaining true to Nestlé's environmental commitments. The solution, was a larger than life fully recyclable cardboard display. Strong enough to be weight-bearing using 100% cardboard construction the display held Maggi's Onion Soup Mix and Nestlé's Reduced Cream on the sides and back of the display.

Embracing the best practice in temporary displays the implementation and delivery logistics of the Nestlé combi-van into store were also considered. Flat packing of cardboard substrates reduces freight costs both economically and environmentally and allows for faster roll-out to stores, which they achieved in record time with 25 stores having the display within three months from render to production.

With increased creativity, increased environmental benefits and decreased costs – that is a win-win from us! Well done Nestlé.