

POS DESIGN FOR SUSTAINABILITY



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Sustainable materials

CO₂ compensation

Plastic replacement

Design to recycle

Multiple use

Monomaterial



SHOPPER



BRANDS & RETAILER



LEGISLATION





Carrefour is taking action against plastic packaging



Labels

Ratio Label (Fig. 1)

Promotion Start
This needs to be the date that the unit will go live in-store.

Promotion End
This needs to be the date that the unit needs to be removed.

Unit Artwork Approval Number
This will be the number as supplied upon approval.

Location In-store
This will be the approved store location/place in-store where the unit will be positioned - for example, end-cap, this.

Version: B03
Date: 091018



Tesco Preferred Materials

Red: Materials that we will remove from our Own Brand packaging by the end of 2019

Amber: Materials that we will either investigate alternatives for, or use only where required

Green: Materials we will continue to use and use as replacements for the Red List

Red - Exit (poor for recycling and/or potentially harmful)	Amber - Hold (until infrastructure and/or scientific developments take place)	Green - Preferred (easily recycled, can have high recycled content)
PVC & Polystyrene	Home compostable E.g. Cellulose, Mater-bi & Natureflex	Sustainably sourced Wood, board, paper & Glassine
Oxy degradable materials	OPP - Oriented polypropylene	PET - Polyethylene terephthalate
Rigid Water soluble plastics	Black plastic	Glass
PLA - Polylactic acid	PP - Polypropylene (for certain food applications)	PP - Polypropylene [non food]
Industrial compostable	Complex laminates	HDPE & LDPE
Polycarbonate	PVC (Not PVC)	PE - Polyethylene (preferred material for flexible film)
Acrylic	New materials	Steel & Aluminium



Together we keep it beautiful

Sephora's sustainability journey is guided by the belief that together we can protect and preserve the health and beauty of our planet. We take action to cultivate sustainable practices in our retail spaces, at our headquarters, and throughout our supply chain. From environmentally responsible packaging and ingredient transparency to conscientious energy consumption, we approach every challenge as an opportunity to innovate.



WHERE TO START?



RECYCLED & RECYCABLE

DESIGN FROM RECYCLING



A product that already includes content from previously used material.

This can be either in production or by the shopper (post-consumer recycled waste)

DESIGN FOR RECYCLING



A product labeled as recyclable can go into the recycling bin, versus the land-fill. Basically, these products have the potential to be re-processed into something new, once collected and sorted at a material recycling facility.

Not all parts of a packaging might be recyclable – that's why you better add a %, e.g. 99 % recyclable.





Silphie-Fasern mit dem Deutschen Verpackungspreis ausgezeichnet



NEUES
MATERIAL
GEWINNER
2020



ENERGIEPFLANZE MIT POTENZIAL FÜR KASKADISCHE NUTZUNG

Die Durchwachsene Silphie (Silphium perfoliatum L.)

Energiepflanze

zur Gewinnung von Biogas

Lange Fasern

als Rohstoff für die Papierherstellung

Gute Nährstoffeffizienz

und geringer Pflanzenschutzmitteleinsatz

Humusaufbau & Kohlenstoffbindung

im Boden

Lange Blütezeit

und Lebensraum für Insekten (v.a. Bienen) und diverse Wildtiere

Mehrjährige Kultur

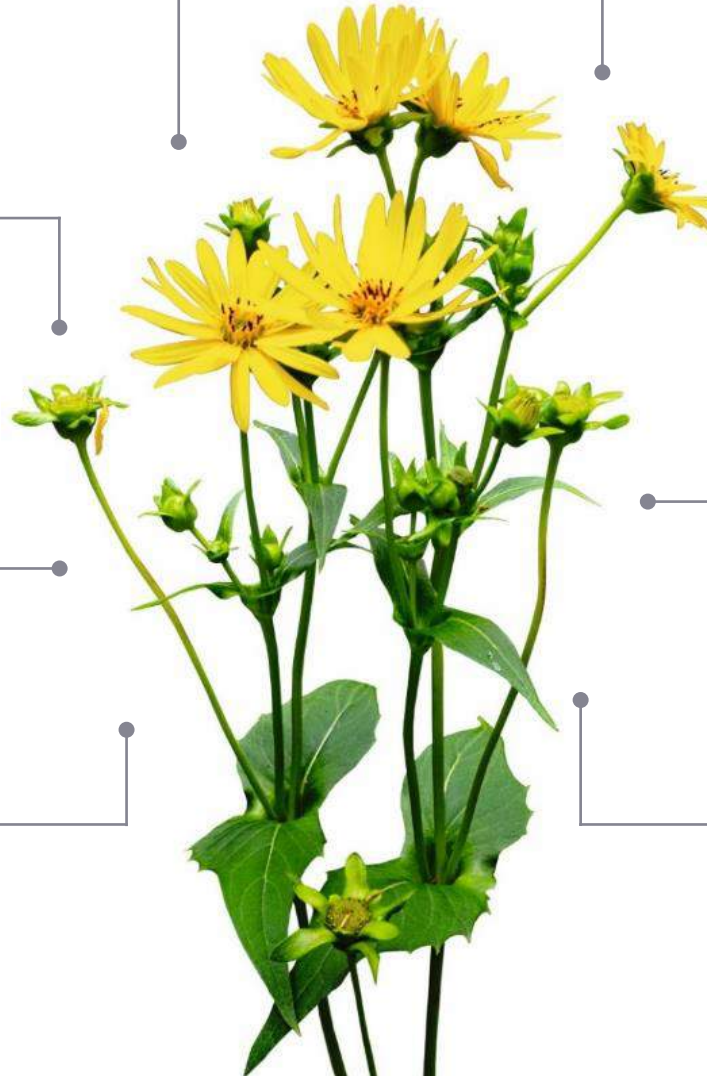
Nutzung mindestens zehn Jahre

Wasser- & Erosionsschutz

durch ständige Bodenabdeckung

Greeningkultur

Anrechnung als ökologische Vorrangfläche



The background is a textured, light brown surface. It features several large, organic, overlapping shapes in shades of teal, dark blue, and red. Scattered across these shapes are various white line-art icons: a star inside a circle, a leaf, a pair of shoes with a grid pattern, and a circular shape with internal lines.

JOY
SHARED
IS JOY
SQUARED



Recycling

Wir bei Wagner legen größten Wert auf einen verantwortungsvollen Umgang mit unseren Ressourcen und möchten uns auch hier kontinuierlich verbessern. So achten wir z. B. auch bei all unseren Verpackungsmaterialien auf eine hohe Recyclingfähigkeit. Der Umkarton unserer Pizzen besteht zu mindestens 90 % aus recyceltem Material und ist zu 99 % recycelbar. Nicht wiederverwertet werden können die Druckfarbe und der Klebstoff, der die Verpackung verschließt – daraus ergibt sich 1 % nicht recyclingfähigen Materials. Die von uns zum Umschließen der Pizza eingesetzte Plastikfolie hingegen ist sogar zu 100 % recycelbar. Diese Werte wurden uns von dem unabhängigen Institut für Recyclingfähigkeit und Produktverantwortung, cyclos-HTP GmbH, bestätigt.



WELCHES IST DAS BESTE LABEL???



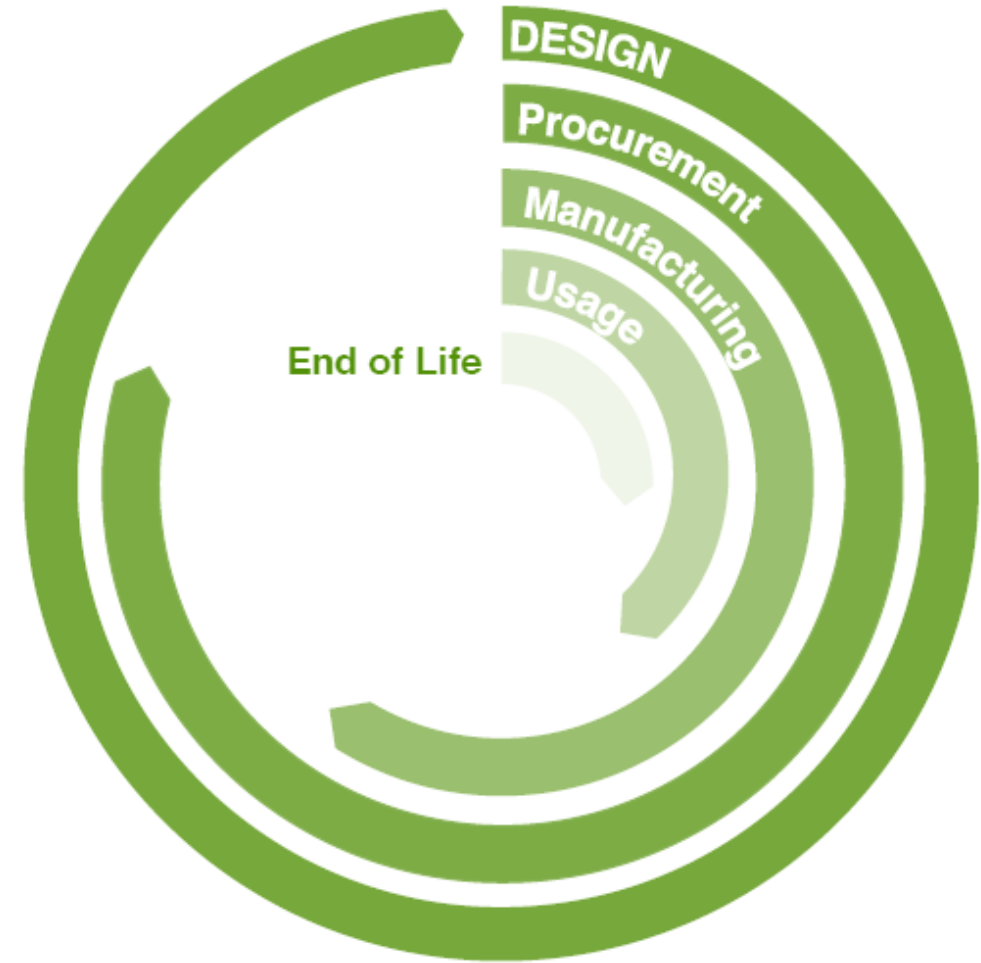
HOW TO RECYCLE?



Opportunities for circular & sustainability thinking over the product lifecycle (WBCSD)

80 %

of the environmental impacts of products and services are determined at the early design stage

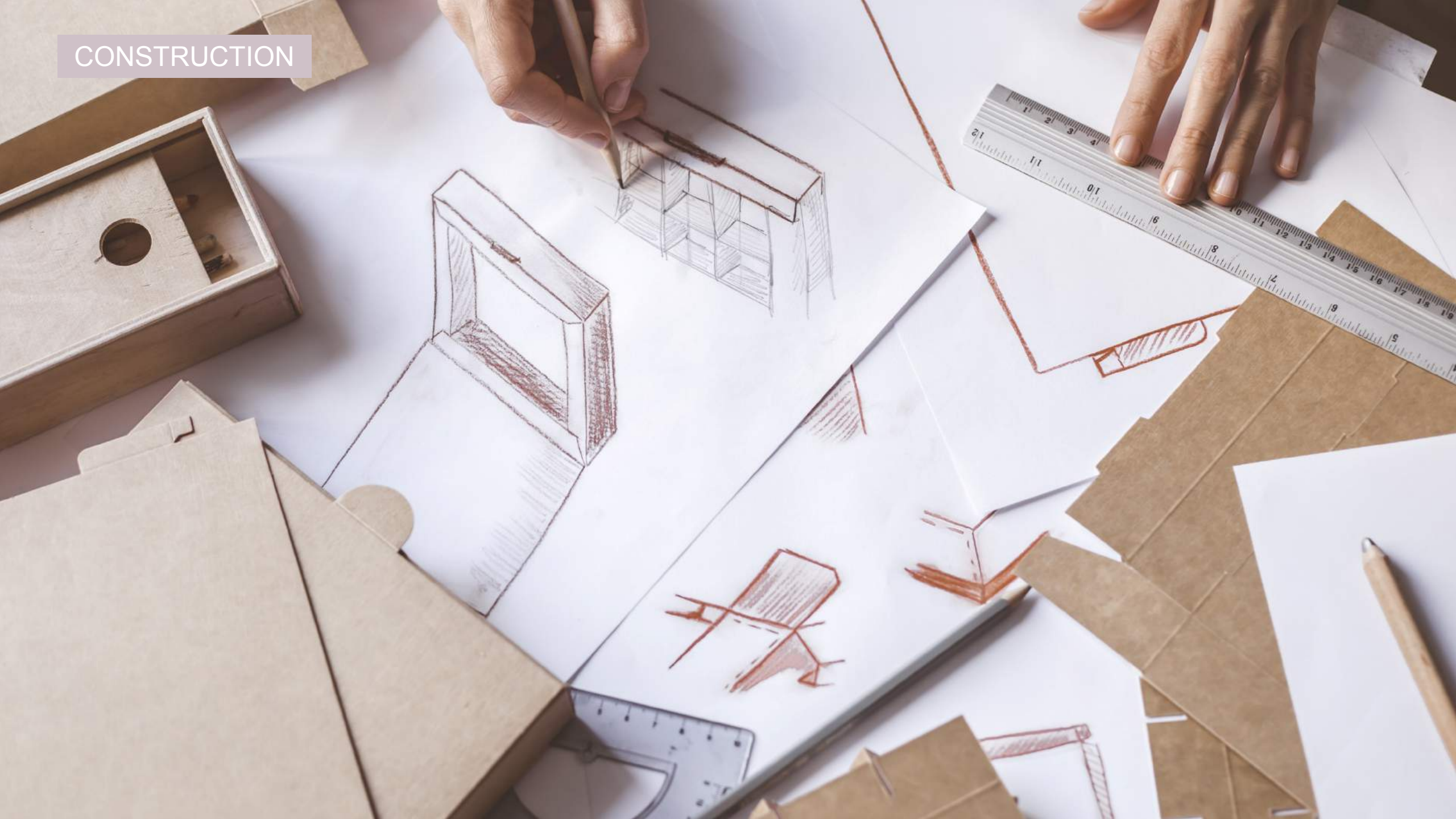


Biggest sustainability opportunity



Least sustainability opportunity

CONSTRUCTION











100%
PLASTIC
FREE

SUSTAINABILITY
SELLS BETTER

Next Generation

NOW
Kunststoff-Clip

NOW
Selbstklebeband zur
Fixierung des
Seitenplakates

NOW
Kunststoff-Tray

NOW
Scannerschiene aus
Kunststoff mit SK-Streifen



NEXT
FSC-zertifizierter Karton
klimaneutrale Produktion

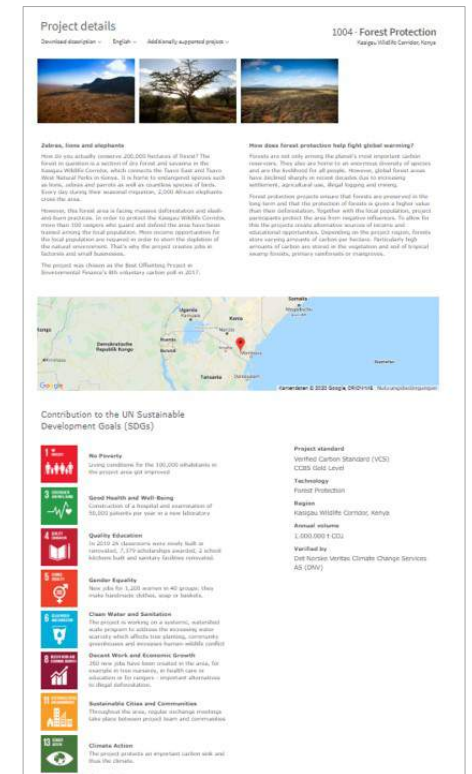
NEXT
Verzicht auf Klipp, Fixierung
konstruktiv gelöst

NEXT
Seitenplakat wird eingeschoben –
keine zusätzliche Fixierung erforderlich

NEXT
Karton-Tray / Inlay

NEXT
Ausstanzung, in die Preisetikett
eingeschoben wird





The ClimatePartner label verifies climate neutrality and provides transparency

REDUCE // BUTERFLY BASE



15% material saving



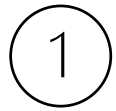
50 % faster set up



REDUCE // EASY COAT



15% material saving



1|2 one part display



interior print at no extra cost



REUSE // SHELF DISPLAY



100% recycled fibre



25% less CO₂



35% waste reduction



100% recyclable





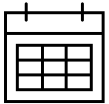
REUSE // MIX & MATCH

100% flexibility



-37% transport volume

-46% storage



remains for 6-24 month
in store



monomaterial (apart from
the wheels) – can be
easily refurbished



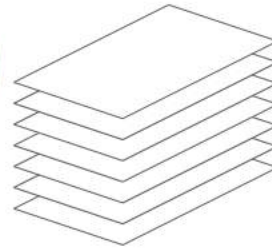
FSC®-certified



Member of the
UN Global Compact



70%
recycled paper
qualities used



Partner of
 **ClimatePartner**

Sedex[®] | Member

STI Group partners
★ **15** of the top **20** ★
international brands



393
industry awards
since 1963



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PACKAGING



POS SOLUTIONS



SERVICES



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