

Valpak Helps Sainsbury's in Meeting Courtauld Commitment 1 Targets



Sainsbury's

Courtauld Commitment 1 was a voluntary commitment to reduce household waste through packaging reduction. In September 2010 results showed that 1.2 million tonnes of food and packaging waste were avoided across the UK between 2005 and 2009 as a result of this commitment.

About The Customer

Sainsbury's are a leading retailer operating over 1,000 supermarkets and convenience stores and employing over 150,000 people.

The Challenge

Sainsbury's has over 100,000 product lines, many of which change from year to year. In line with their CSR policy they joined other major grocery retailers and brand owners in signing up to Courtauld Commitment 1, a voluntary commitment to reduce household waste through packaging reduction.

As one of the first signatories, it was imperative that Sainsbury's started work to understand how to select products for packaging reduction projects.

The Solution

Sainsbury's already use Valpak's Data Management Service to assist them with their packaging data submission. Knowing that Valpak were able to provide expertise in the field of packaging data analysis Sainsbury's turned to them for help with meeting their Courtauld Commitment 1 targets.

Using our extensive packaging database, Valpak were to produce comprehensive reports for Sainsbury's identifying:

- Changes to packaging
- Best in class packaging
- Overly packaged goods

The Benefits

The reports generated by Valpak helped Sainsbury's identify which product types created the greatest amount of packaging and would therefore benefit from packaging reduction projects.

Sainsbury's have achieved their Courtauld Commitment 1 targets and have also realised cost savings from their packaging reduction projects.

If you'd like more information on the **environmental reporting** we can provide please call us on **08450 682 572** or email us at **info@valpak.co.uk**.

