

# Using recycling as a promotional tool



By Hippo Zourides

**A**s 2019 rolls on, supermarkets in SA are once again embroiled in the usual price wars, special offers, leaflet and newspaper advertising. The same process that has been repeated over the last 50 years!

Maybe the time has come to consider other ideas in addition to these.

In the recent past, some chain stores have had short-term drives to recycle globes or glass or paper. Currently, Pick n Pay branches, for example, now accept PET plastic bottles stuffed with plastic shopping bags (Ecobrick), as a project.

A recycling project is not only applicable to the chain stores, but also independent chains and even retailers with a single store.

We propose that you consider a comprehensive recycling programme as a new tool to show your customers ways of caring for our environment. Millennials and Generation Y, your future customers, will certainly thank you and endorse your outlet as the one to support. And not only will you get additional foot traffic, but also provide a convenient place for the disposal of recyclable waste.

## Where do I start?

We recommend that recycling does not focus on any one specific aspect, such as paper or plastic or glass, but rather that it becomes a comprehensive strategy, properly managed by one or two employees, whose costs can be reclaimed from the disposal of waste.

Employment of a mere box behind the checkouts to collect used globes or newspapers won't cut it. Consider allocating a corner of your parking lot as the best place to establish this programme.

As mentioned, one or two full time staff members will be required to manage the process and keep away unwanted scavengers who will mess it all up for their requirements, which also results in an unsightly mess. It is imperative that the area can be sealed off after hours to restrain access to it. At the same time, enough space must be available for the disposal trucks to be able to access the area and take away the waste for recycling.

As one of the first points in your strategy, it is necessary to contact not only your local municipality before you embark on this project, but also all local recycling specialists, who will become your partners of choice and pay towards the waste collection.

## The recycling offer

We propose that your strategy cover every aspect of the many things that people recycle, with the exception of wet waste, such as food waste and the like.

Here is an exhaustive list of what you could offer as part of your public appeal:

### Paper

Your store probably already has in place a pick-up service that collects all the cardboard arising from your deliveries. Encourage the public to also drop in a specific container newspaper, old documents, magazines and suchlike. A suitable container made of steel columns and chicken wire is an ideal vehicle for the storage of paper. Bailing of all paper is a good way to condense the amount of space required.

### Glass

Secure containers are required for this purpose as you do not want customers to get hurt when dumping their unwanted glass. If space

allows it, provide separate containers for clear, brown and green glass to make it easier for disposal.

### Metal

Here we refer to household metal items such as tins and other metal household products such as a broken pan or a toaster. Do not get involved in large metal items as they require lots of space.

### Plastic

Although there are different levels of plastic disposal, your service should be kept down to the basics and allow your disposal agent to sort out the various types of plastics for waste, incineration or recycling.

### Batteries

A small container is required for this as their disposal is very specific.

## TEACHING MOMENT



- You could limit your service to all of the above and your customers would certainly thank you for the service provided and support your store.
- More sophisticated disposal processes can also include old computers, medicines, and even clothing.
- Spend some time planning this new strategy and ensure that you get the required marketing mileage from your customers. Your store website and Facebook page are two obvious marketing media to be used. Also call your local community newspaper who are always looking to local news for their readers.
- Differentiate yourself from your competition and make a mark in your community.

# The recycling opportunity – 79% of shoppers actively recycle something



Here's the store loyalty business proposition. If you are able to successfully identify and be seen to be effectively addressing important community needs, you'll build store loyalty. In the case of providing recycling facilities you'll also create another reason for shoppers to visit your store.

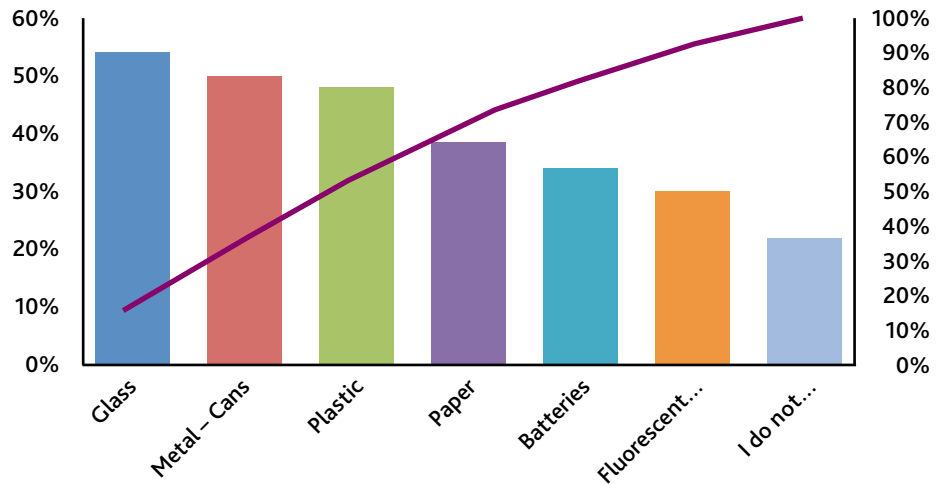
To find out just how important recycling is to consumers, what they recycle and their potential support for stores with recycling facilities, Field Agent invited 140 of their agents (shoppers) to complete a random at-home survey.

- Only 21% of them did not participate in any recycling activities at all
- However, 98% of them believed that recycling is a noble cause worth supporting
- 57% of their local supermarkets did not offer any recycling facilities.
- The most popular products for recycling are glass and metal, while existing supermarket facilities favoured paper and plastic...

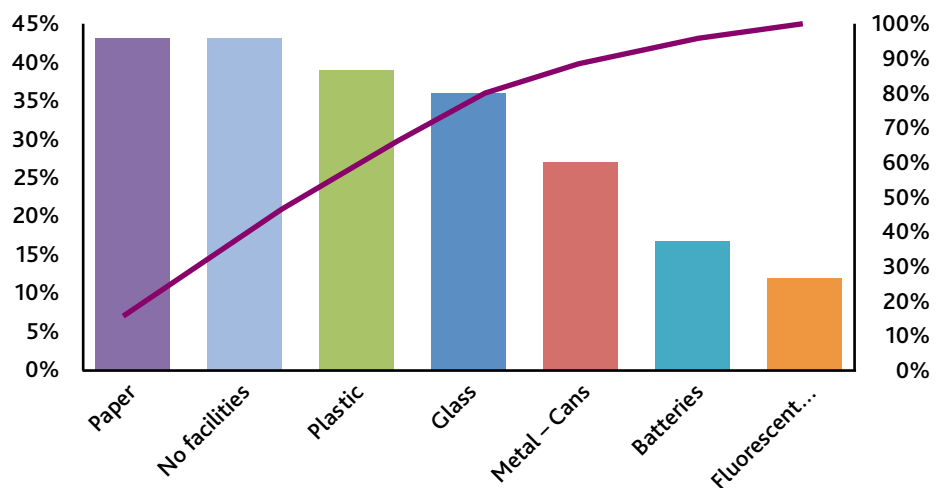
It was interesting to note that 5% of paper disposal was done via shredding, and another 5% of plastics were kept for re-use at home. With regard to numbers, the 35-44 year age group appeared to show the most loyalty influence by recycling.

What would attract them to use a supermarket recycling facility? They mentioned, clean, safe, tidy, secure, actively looked after. Some of the facilities they are currently using to dispose of waste like municipal waste sites are anything but this.

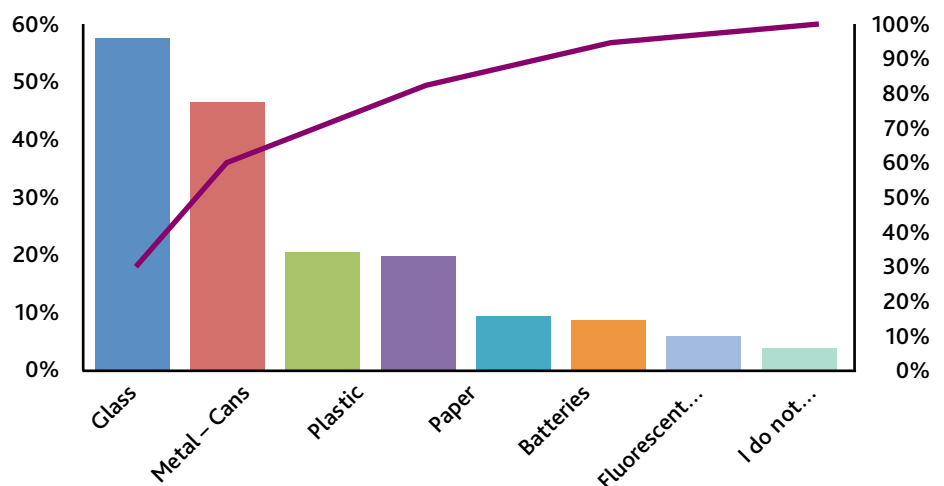
## Current recycling practice



## Local supermarket facilities



## Shopper suggestions for recycling facility





# Cool got cooler with the **NEW** 6-cylinder compressor HG66e

Available from May 2019, GEA's newest compressors are characterised with even greater resistance and higher efficiency.

GEA presents the HG66e, a new semi-hermetic compressor. The HG66e is a completely new 6-cylinder series for large capacities with high efficiency. With the HG66e series, four sizes cover the range from 116.5 to 180.0 m<sup>3</sup>/h displacement (at 50 Hz). The new HG66e series thus combines state-of-the-art technology with GEA's design standards, which have been tried and tested for decades. The compressors of the HG66e series replace the previous 4- and 6-cylinder series HG6 and HG7. GEA now offers seven model sizes with 25 displacement stages from HG12P, HG22e, HG34e, HG44e, HG56e, HG66e and HG88e.

For more information on the HG66e contact Naeem Fakir at GEA Africa on +27 11 392 7114 or [naeem.fakir@gea.com](mailto:naeem.fakir@gea.com)

