

## Sustainable POS Material as a Strategy

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**Event:** Retail Marketing Conference

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**How to win strategies to drive sustainable point of sale material and the institutionalisation of the POPAI sustainability score.**



- Setting realistic targets for driving sustainability strategies.
- Why P&G selected POPAI's Convert tool to aid sustainable design and measure improvements.
- The value of only using FSC accredited materials.
- Alternative design and production methods to reduce waste and improve recyclability.
- Why it's important to partner with retailers to improve recycling of display materials.





# AMBITION 2030

ENABLE AND INSPIRE  
POSITIVE IMPACT



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## Supply Chain



We will reduce our footprint  
and strive for circular solutions  
including on Point of Sales Materials





















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We will move to greener  
and more circular  
**Point of Sales Materials**

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**#1 New Sustainability score**

**#2 Accredited sources**

**#3 Sustainable design**

**#4 Digital POSM**

**#5 Circular Display**

**#6 Partnership on recycling**



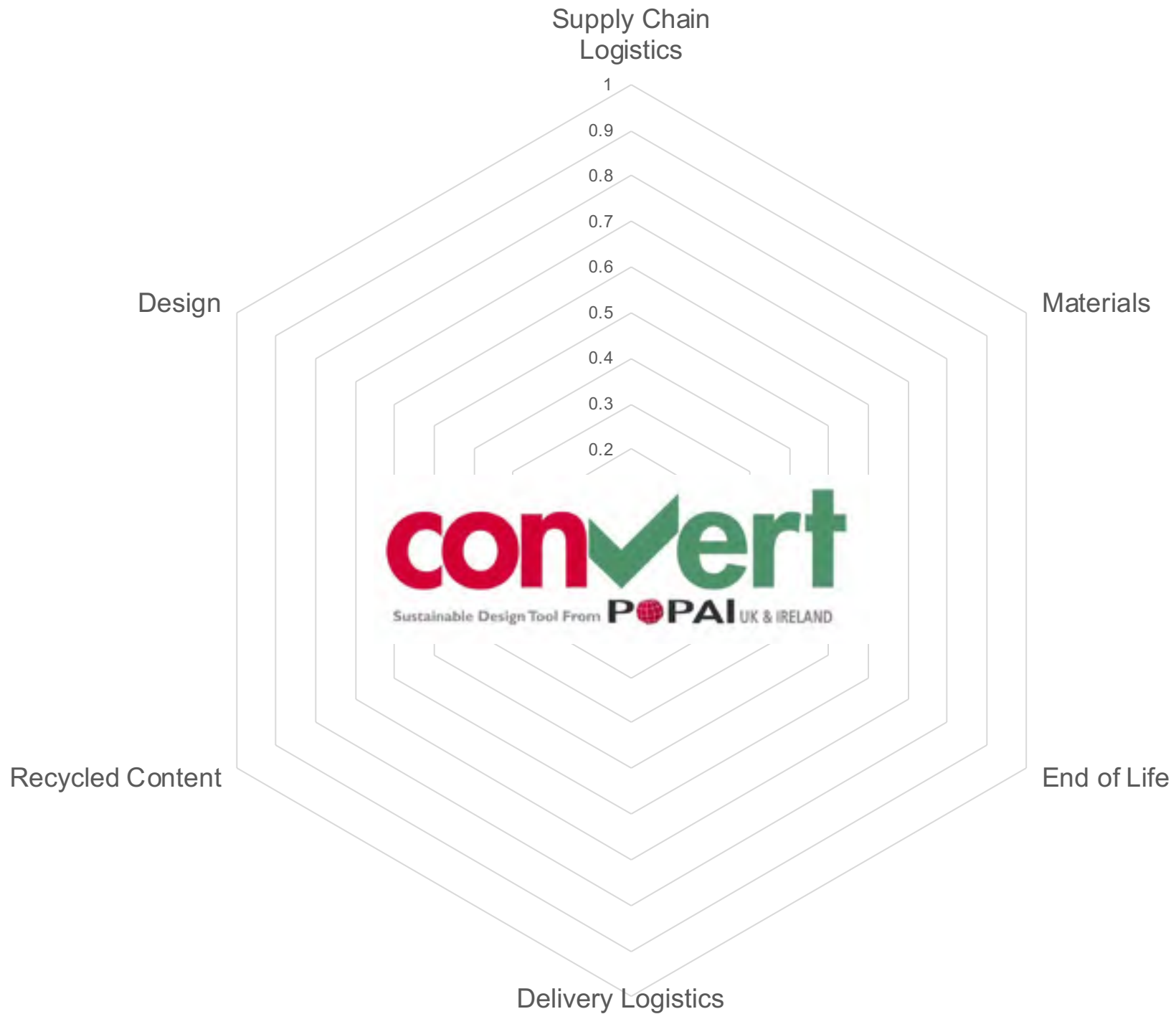


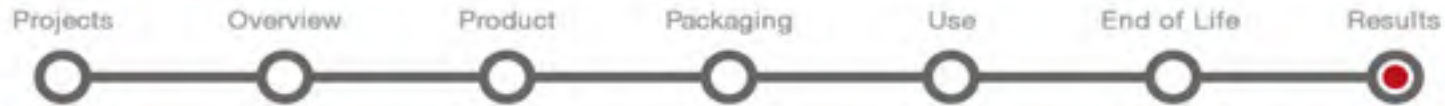
**#1**

**Make educated choice with  
the sustainability score**



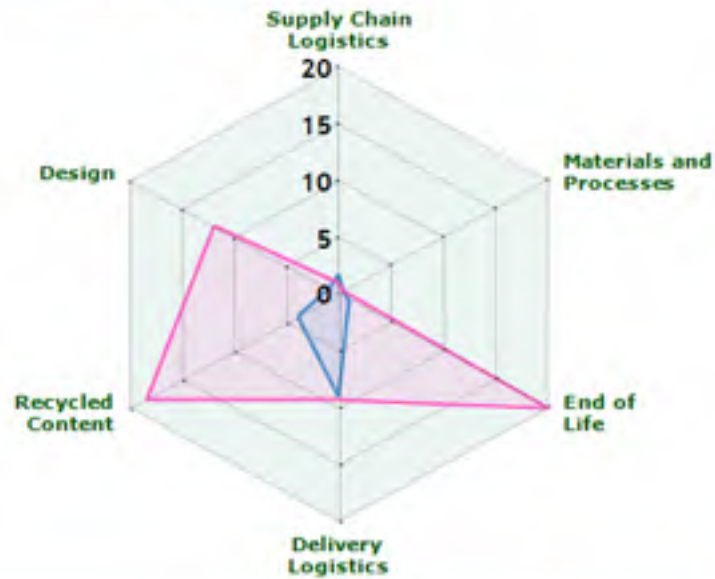






Display:  Products Only  Packaging Only

Please check or uncheck your versions listed below.



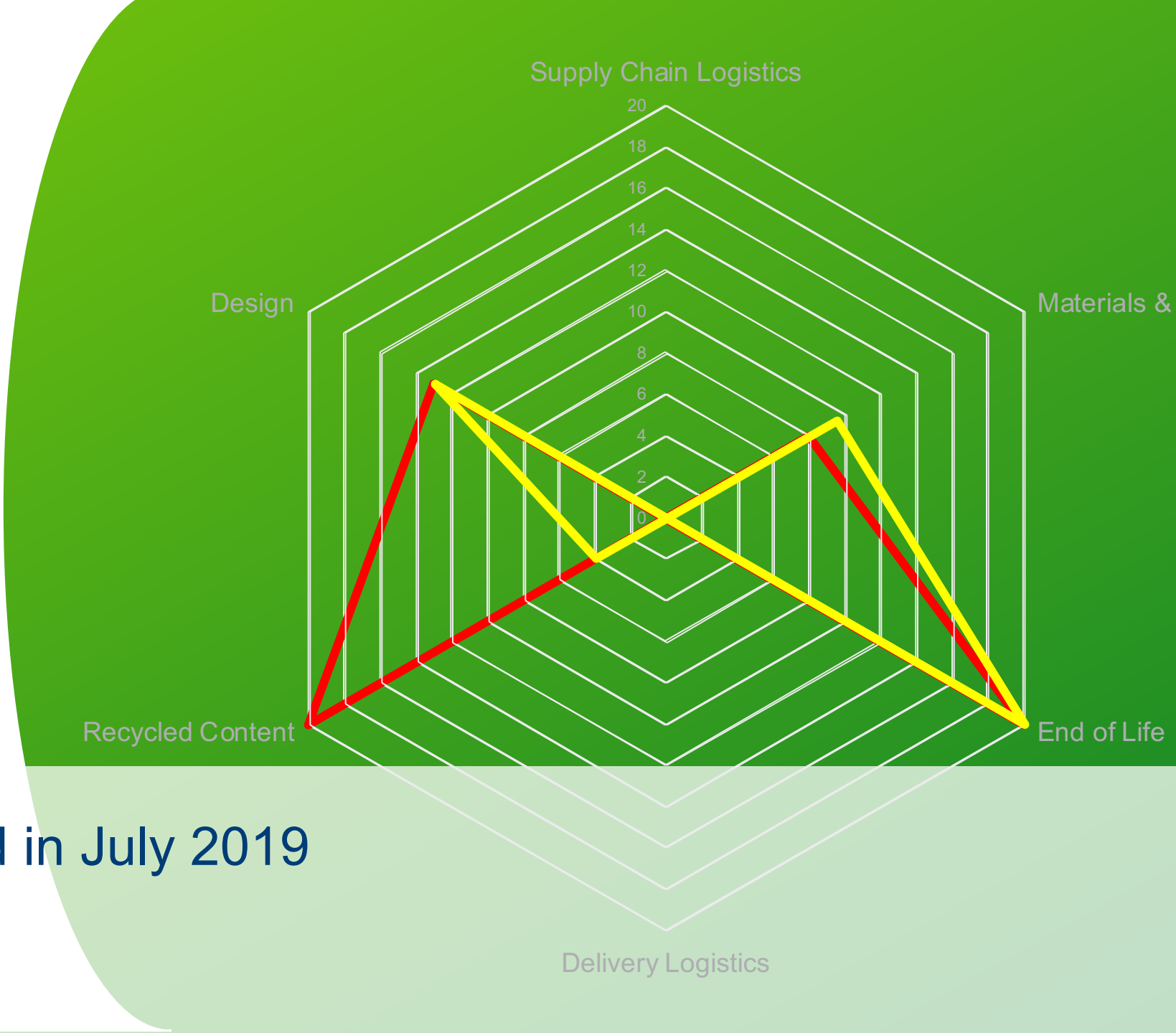
- GENERIC DISPLAY VERSION 1
- GENERIC DISPLAY VERSION 2

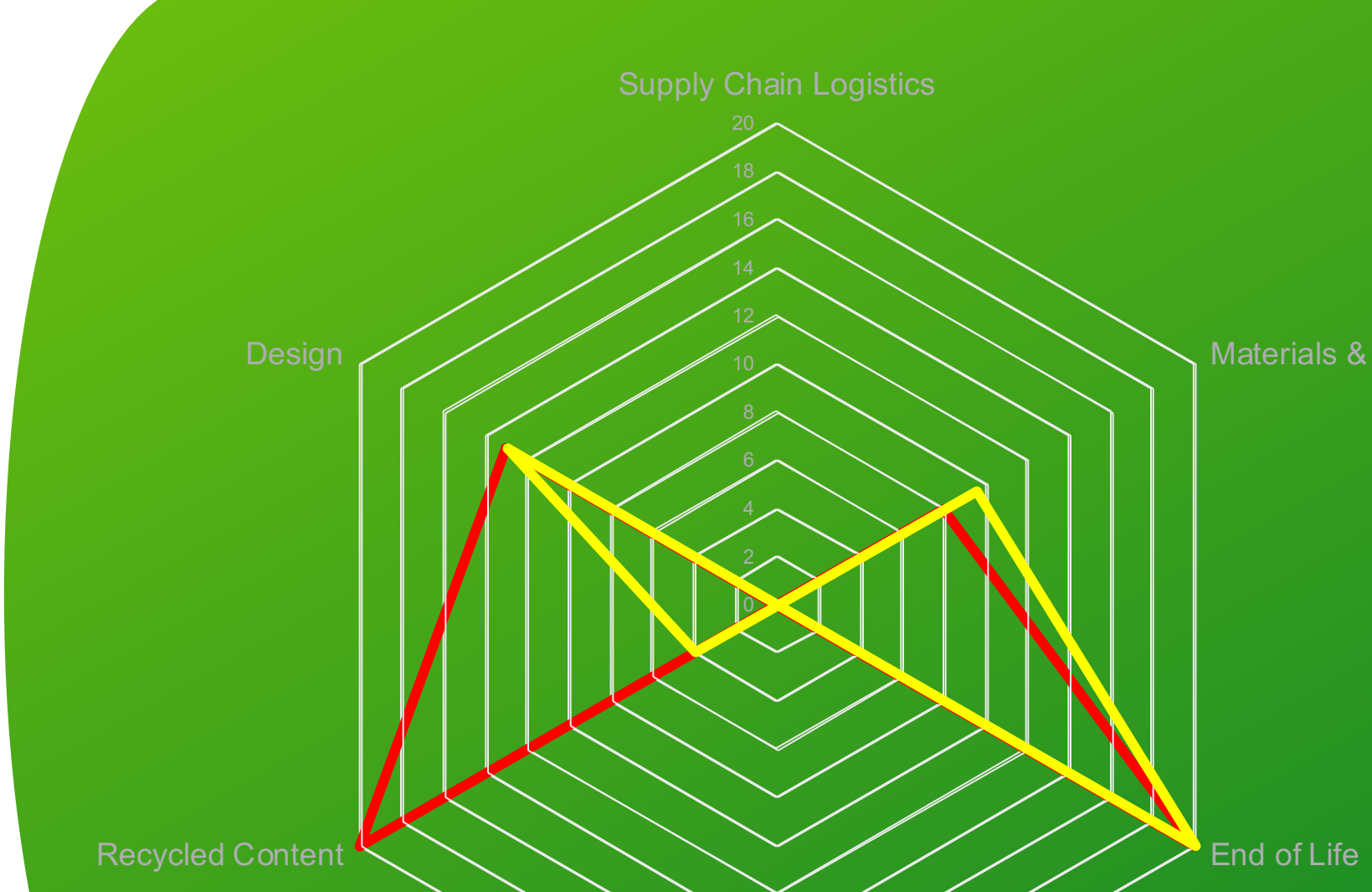
TITLE	VERSION 1	VERSION 2	VERSION 3	VERSION 4	VERSION 5	VERSION 6
SUPPLY CHAIN LOGISTICS	1.74	1.04				
MATERIALS AND PROCESSES	0.38	0.44				
END OF LIFE	1.00	20.00				
DELIVERY LOGISTICS	9.06	9.26				
RECYCLED CONTENT	4.00	18.53				
DESIGN	1.00	12.00				





- new trays launched in July 2019
- old trays





**New Pampers shelf trays are greener  
92% made from recycled and recyclable material**



# INITIAL RESULTS

Country	Average Convert Score	Average Recycled Content	Average Recyclability
DACH	27.61	29.61%	84.23%
France	40.26	41.03%	25.00%
UK	20.30	51.80%	50.00%
Spain	13.21	83.19%	96.49%
Portugal	15.08	87.43%	100.00%
Turkey	19.04	79.01%	81.39%
Italy	16.65	63.33%	59.83%
Poland	16.26	93.19%	97.99%

use it as base line to measure progress

**#2**

**All POSM made from paper  
FSC accredited**







- FSC ensures a responsible chain of custody from forest / recycling to pack
- Today +90% of all POSM used in store is FSC guarantee

**#3**

# Sustainable Design





64% weight reduction  
43% less cardboard  
50% less CO2 impact  
100% recyclability





# KEY OPPORTUNITIES

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- Get ride of LAMINATION
- Move to DIGITAL PRINTING
- Replace current FIXATIONS by cardboard on displays





**#4**

# Transition to digital POSM







**Anneler, Prima'ya 5 yıldız veriyor!**

**İSLAHLIK GÖSTERGESİ\***  
10, 1, 2 ve 3 beşlikler için

**“İslahlık göstergesi, Prima kullanmak için besh beşine bir neden bence, oğlumun nltmı açtımdan önce göstergeyi kontrol etmek gerekliiz bez değışımı yapmıyorum. Teşekkürler Prima! ”**

**5** yıldızlı yorumlar için

**İNDİRİM**

**Prima**  
PRIMAYI.COM

**#5**

**Move to circular display**





45 % reduction in CO<sup>2</sup> footprint and 75 % in cardboard



**#6**

**Partner with retailers on  
end of life recycling**



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**Point of Sales Materials**

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