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A CASE STUDY IN THE BENEFITS OF USING LINstar

# How to save €50,000 per retail store through the use of an efficient packaging solution!

## Background

In February 2013, the LINPAC Packaging LINcare team undertook a study with a leading Dutch retailer to assess the benefits of switching to premium LINstar EPS foam trays from standard EPS trays in one store.

## In summary

Despite a 12% premium to invest in LINstar EPS foam trays, the savings identified by the LINcare team working with the retailer, totalled in excess of €50,000 for just one store!

This far outweighed the initial tray investment and as a result the LINstar tray range is now being rolled out across the chain securing massive savings for the retailer across the business

## What is LINstar?

A LINPAC patented, premium EPS foam tray designed with a highly absorbent core to lock away unsightly product juices, doing away with the need for the use of additional soaker pads, so disliked by consumers and typically used with standard EPS trays.

Available in a vibrant colour range to provide product differentiation and sizes to meet all requirements LINstar trays are designed to suit both manual and automatic stretch wrapping machines.

## Why did the LINcare team conduct this study?

The premium quality of LINstar commands an increased cost of +12% compared to a standard EPS foam tray. The LINcare team wanted to understand the real benefit of this additional spend for the retailer and therefore set about assessing several factors in the use of foam EPS trays in store:

- Impact on product wastage
- Cost of shelf cleaning from pack leaks
- Loss of sales due to reduced quality of meat (in store)
- Mark downs
- Re-wrapping costs
- Extra bags at tills to wrap EPS meat packs





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# THE RESULTS

To find out more about LINstar EPS Foam Products from LINPAC Packaging or any other information, please visit [www.linpacpackaging.com](http://www.linpacpackaging.com) or email us at [info@linpacpackaging.com](mailto:info@linpacpackaging.com) or contact your local account manager

## 1. LINstar reduces in-store product wastage

The particular store in assessment was using 350,000 standard foam trays per annum. Compared with using standard EPS trays, it was estimated that the store achieved a **1% reduction in packed product wastage due to the use of the more robust LINstar solution with absorbent core**. The saving was simply due to the improvement in pack aesthetics, which drove sales and led to a reduction of packs exceeding their sell by date thereby reducing in store scrap. **This saving was estimated at €14,000 per annum.**

## 2. Cost of shelf cleaning from pack leaks was significantly reduced

EPS foam trays are often viewed as a low cost option for in store packing of goods. However, what is often not recognised is the associated cost of cleaning down shelving systems when packs leak. Fluids are present in the pack and leak as the consumers sort through the packs searching for their preferred cut of meat. **Switching to LINstar with an absorbent core designed in to the pack to lock away unsightly juices and reduce leaks, saved this one store two hours per week in cleaning and ~£3,000 per annum in total costs.**

## 3. LINstar delivers shelf appeal through quality management

Compared with tray sealed modified atmosphere or vacuum packaging solutions, wrapped EPS foam trays are a shorter shelf life packaging solution. Hand or automatically wrapped, EPS provides a great fresh looking pack however the quality of the packed product has to be carefully managed. With LINstar's patented lock away core, the quality and freshness of the meat was deemed higher by consumers when packed in this solution compared with standard EPS trays and a 2% improvement in loss of sales due to quality issues was secured. **The value of this to the store was estimated at €28,000 per annum.**

## 4. Mark Downs were minimised

Hand in hand with securing an improvement in the freshness and overall appearance of the packs, the amount of pack price mark downs due to quality issues was minimised also securing a 1% saving measured through the sales price. **This delivered another €3,500 saving for the store per annum.**

## 5. LINstar avoids re-wrapping costs

Associated with the pack leakage issue outlined above, it was also recognised by the team that significant rewrapping of packs was occurring due to blood/juices seeping into the wrapping layers around the sides and back of the packs. **The LINstar solution minimised the need to rewrap packs and achieved a €3,120 saving in additional films, labels, printing and man hours.**

## 6. No need for extra bags!

Finally, when it comes to the consumer taking the product from the store to the home, the employees at the tills were additionally wrapping the standard foam trays in additional plastic bags to ensure leakage didn't occur in transit, contaminating the consumers' shopping with meat fluids and juices. **€280 was saved in additional bag consumption.**

