

# Going green one product at a time

Massmart's chains sell over 400 environmentally responsible products, but highlighting them to busy shoppers in stores can be challenging, particularly during peak trading times. This job is made easier when the products themselves are really interesting and when stores have a branding strategy to bring eye-catching facts to consumers' attention at the most important moment along the supply chain: the point of purchase.



### Slow down on consumption

The natural world provides people with the raw materials needed to make everything around us. According to research published by the United Nations, one hundred years ago the human population of the earth was around 1.6-billion. In 2010, there are an estimated 6.8-billion people living on the planet and while most statisticians agree that the rate of human population increase has slowed in recent years, by 2050 there could be as many as 9.4-billion people on earth. Imagine how rare and costly raw materials such as trees, marine life and oil will be then.

That's why we have to make better use of the natural world and its resources today. Massmart's Eco Wise campaign is the group's strategy

to encourage environmentally responsible behaviour up the supply chain by engaging with product suppliers, and down the supply chain by encouraging environmentally responsible choices in shoppers.

Informative Eco Wise point of sale banners and shelf labels help highlight environmentally responsible choices and spell out the benefits of supporting these goods. One range of products shoppers can see next to an Eco Wise banner is be found in the stationery department of Makro stores: the Remarkable range of folders, pencil cases, notebooks and pens.

Enter the **competition** on the inside front cover of this issue to win some Remarkable stationery.

### Pencil case

This pencil case tells you exactly how it spent its past life. Instead of disposing of old tyres, some suppliers are using them to make interesting new products.



## Make recycling cool

"These products are really exciting," says Makro stationery buyer Dave Botha. "Usually it's only the branding that kids find cool but with this range, the products have a standalone quality that's really nice. These are imported, as is most stationery besides paper and exam pads, but they're really innovative and different. We're proud to have this range at Makro and we want to encourage parents and schools to become aware that recycled stationery is out there, that it's high in quality and that it carries a great message about reusing rather than throwing away. We know schools are teaching this to kids, but connecting it to their purchasing choices can pique consumers' interest in going green. It's about supporting brands that support the environment."

### Pencils

Cats are said to have nine lives, but did you know a plastic cup has seven? These pencils are made from old plastic cups which are washed, shredded, mixed up and cut to the right length. Some plastics can be recycled and reused in this way up to seven times.



### Folder

In South Africa we're encouraged to reuse our shopping bags, so the idea that this folder is made from old shopping packets should be something every local consumer can appreciate.



### Notebooks

The paper in these notebooks is recycled and the plastic covers are made from discarded packaging and old CD covers.

