ECR AUSTRALASIA
EFFICIENT CONSUMER RESPONSE

Efficient Consumer Response Australasia
Retail Ready Packaging
Edition 3

AFGC

one voice - adding value

Fundamental to the successful application of the retail ready packaging industry guidelines identified in the Toolkit is the mutual recognition of the legitimate interests of all relevant parties.

The Toolkit provides the basis for industry standards and should be supplemented by trading partner discussions and product/category considerations.

ECR Australasia 2013

Efficient Consumer Response Australasia

Efficient Consumer Response (ECR) is a business concept aimed at better satisfying consumer needs, through businesses and trading partners working together.

In 2006 the ECR Australasia Board recognised the need to develop common industry standards and guidelines to assist retailers, suppliers, wholesalers and packaging companies implement sustainable alternate packing solutions such as Retail Ready Packaging (RRP).

Unlike other ECR concepts RRP is not a standalone best practice and it can impact numerous elements of the supply chain. If not implemented with due consideration to these impacts it has the potential to increase costs and reduce efficiencies.

The first toolkit, *Retail Ready Packaging Toolkit,* was published in 2006 to address these issues. The second edition provided industry leadership, education and guidance on key issues facing the industry. This third edition aims to deliver alignment on key issues, providing a consistent approach to RRP within the Australian industry. RRP has become a requirement to entry and an essential element of leading retailers' strategies.

ECRA has been pivotal in delivering aligned positioning between major retail organisations, which in itself will not mitigate costs and complexity but should assist suppliers in migrating products to RRP formats avoiding costly duplication of effort.

ECR Europe maintains the lead on developing a range of blue books, tools and recommendations for the development of RRP solutions. To ensure approaches to RRP are global ECR Australasia recommends and highlights in this document the ECR Europe practices relevant to Australia and New Zealand.

Contact details:

Efficient Consumer Response Australasia

Samantha Blake / John Cawley
C/- Australian Food and Grocery Council
Locked Bag 1, Kingston ACT 2604

Telephone: (02) 6273 1466
Facsimile: (02) 6273 1477
E-mail: afgc@afgc.org.au
Website: www.afgc.org.au / www.ecraustralasia.org.au

Endorsements

ECRA endorses a national approach to the development of RRP standards.

This third edition aims to deliver alignment on key issues, providing a consistent approach to RRP within the Australian industry. RRP has become a requirement to entry and an essential element of leading retailers' strategies. ECRA considers the competitive advantage lies in the implementation and in-store execution of packaging options developed using industry standards.

ECRA has been pivotal in delivering aligned positioning between major retail organisations, which in itself will not mitigate costs and complexity but should assist suppliers in migrating products to RRP formats avoiding costly duplication of effort.

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SECTION 1:   RETAIL READY PACKAGING

INTRODUCTION

Since 2005 the Australian market has hotly debated the merits of the introduction of retail ready packaging (RRP). RRP being a general term used for mechanisms to merchandise product on shelf, on display, on retail store floor on its own base, or at aisle end.

Recently the retail trade have reinvigorated and escalated the introduction of shelf ready packaging formats within their respective businesses. Both major retailers, Coles and Woolworths refer this as Shelf Friendly Packaging (SFP). SFP being the term used for transit packaging which can be used to display products on a shelf without removing the product from the container.

However migration and implementation will continue to be a slow and painful process for both the supplier and retailer communities respectively unless we move the debate to a more mature platform. It's time to seek a more collaborative approach to this important industry issue. This latest edition of the ECRA Toolkit aims to align the retail trade requirements to make it easier for suppliers to meet the needs of their trade partners. A standardised retail approach will assist suppliers in migrating products to SFP formats and avoid costly duplication and proliferation of SKU's of the same product. The commercial cost remains a hotly contested issue and will require discussion with individual trade partners.

Having common industry-agreed standards and design principles which are then used by the whole industry is essential to broad scale implementation. In a market Australia's size, it makes no sense to have SKU proliferation as a direct result of minor packaging differences between competing retail organisations. ECRA has worked with leading retail organisations to deliver a more streamlined toolkit that goes some ways to addressing this issue.

The cost of implementing SFP formats typically sits with the supplier, whilst the immediate in-store benefit of increased speed of replenishment sits with the retailer. As an industry we need to consider the broader benefits and understand how we can maximise their advantages. These include:

- improved operational efficiencies at store level
- faster stocking of shelves
- improved code rotation
- ease of product identification.

RETAIL READY PACKAGING

As a result of the move to SFP formats the supplier community should expect the retail trade to commit to using the ECRA Toolkit; educating their category managers/buyers; working to maintain standards alignment; and most importantly excellent in-store execution

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Drivers

Retail Ready Packaging supports improved operational efficiencies at store level, including:

- **Faster stocking of shelves**
- **Improved code rotation**
- **Ease of product identification**

leading to better on-shelf availability and increased sales and most importantly an enhanced shopping experience.

GUIDING PRINCIPLES

In addition to the Australian Industry Agreements and to guide the discussions between trading partners, the following principles were developed by ECR Europe and adopted by ECR Australasia in 2006.

Guiding Principles

➡ **Always of Value to the Shopper, Retailer and Manufacturer**

➡ **Compliance with Environmental Legislation and Public Policy Concerns**

➡ **Avoid Fragmentation and Complexity**

➡ **Maintain Brand Identity**

➡ **Measure Implementation**

➡ **Requirement of Long-term Commitment from Retailers and Manufacturers**

➡ **Compliance with total Supply Chain Efficiency Principles**

Source:
Shelf Ready Packaging (RRP) Addressing the Challenge: a comprehensive guide for collaborative approach, 2006. http://www.ecr-all.org

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SECTION 2:   PACKAGING OPTIONS

The following section provides basic information on the types of RRP available and key functional design guidelines and principles.

RRP defines forms of packaging that are designed to maximise the speed of shelf replenishment within the store; ease product identification at the back of the store; improve code rotation practices on shelf; and enhance the shopping experience by making product selection a faster process. For the purpose of this toolkit five distinct forms of packaging have been identified.

Retail Ready Packaging Options

➡ Replenishment Ready
➡ Shelf Ready
➡ Display Ready
➡ Infrastructure / Hardware
➡ Not Ready

RETAIL READY PACKAGING

Option	Description	Examples	Qualifiers	Suitable For
Replenishment Ready (Easy Open)	Arrives 'ready'	Load device Hang sells	• Replenishment speed increased • Secondary packaging not placed onto shelf but may aid in faster replenishment • Minimum of shelf waste	Medium, loose, bulky goods.
Shelf Ready	Case to shelf in one movement.	Tray & shrink Machine erect wrap around Regular slotted carton Tray & hood	• Efficient and effective replenishment. • Secondary packaging used on shelf. • Removal and disposal of secondary packaging from shelf.	Small to medium size pack sizes.
Display Ready	Stand alone display units.	Fully formed display, prepared off site.	• Product in display format – off location. • Low cost replenishment. • Secondary/tertiary packaging may be part of the display. • Removal and disposal of display module. • Process on costs (production, transport & reverse logistics) • Must be high velocity to demand the space/cube.	Promotional stock, gondola end, off location display, dollies.
Infrastructure/ Hardware	Product displayed in permanent or returnable units.	Fridges, Bins, Hoppers, Crates	• Simple effective replenishment. • Limit the requirement for secondary/ tertiary packaging. • Retailer/supplier has permanent infrastructure/ hardware. • Removal, hygiene and return of hardware or in-store hygiene of infrastructure. Process on costs (production, transport & reverse logistics)	Fruit, vegetables, milk.

RETAIL READY PACKAGING

Not Ready	Individual unit decanting, product packed directly onto shelf.	Trade unit Shipper Shelves	• Utilises space cube well. • No change to replenishment practices. • Secondary packaging disposed post replenishment. • Decanted single packs to shelf. • No off shelf waste post shop.	Large, bulky goods. Small displays

The Five Easy's

The five easy's underpin the implementation of all forms of RRP and should allow trading partners a framework for open dialogue to avoid prescribed solutions or technical specifications and assist in developing solutions for products and categories on a case-by-case basis.

> ### Functional Requirement
>
> ➡ **Easy to Identify**
> ➡ **Easy to Open**
> ➡ **Easy to Shelf**
> ➡ **Easy to Shop**
> ➡ **Easy to Dispose**

Easy to Identify

Easy identification assists the choice of the correct product and rotation of stock through the supply chain with particular emphasis on the distribution centre, back of store and shelf replenishment processes.

Packaging should clearly communicate what is inside and assist store personal identify product in crowded and congested back rooms. This communication should be visible on more than one side to maximise sight lines and identification.

Packaging should be easily identified as retail ready.

Easy to Open

The packaging should facilitate easier and quicker replenishment processes. It should allow for easy opening in one or two steps preferably without the aid of tools such as knives.

The opening process should be intuitive: store personnel should be able to see how to open, how to use and how to dispose.

Easy to Shelve

RRP should enable quicker, faster and simpler replenishment processes than decanting individual product. Without this requirement being met, the solution is not fit for the purpose.

The packaging must be strong enough to maintain the integrity of the consumer units through the supply chain.

Easy to Shop

The RRP should not create any barriers to purchase. The shopper should be able to easily select and return the product if they choose. The RRP should allow the shopper to easily identify the brand, product and variant whilst not hindering their ability to self-select.

Colours and on pack messages should assist shoppers in fast identification and product selection.

Easy to Dispose

Packaging materials chosen should be recyclable or re-usable and appropriate logos should be displayed on the base panel. For products with multiple packaging type materials should be easily separated for recycling. Packaging should be easy to stack and remove from store aisles.

Bringing the Options and Five Easy's together

The introduction of RRP must address the perspective of the total supply chain and each of the key participants within it. Product migrated to RRP that meets the supply chain criteria but is not easy for the consumer to shop is not an effective solution, conversely a solution that is not robust enough to maintain its form throughout the transport and distribution processes is also not effective.

Packaging solutions must be developed to meet the characteristics of the product, the supply chain and the shopper needs. The functional guidelines should be applied to all forms of RRP. The following table provides the basic information and requirements to be considered for each type of RRP.

RETAIL READY PACKAGING

Easy To	**Replenishment Ready**
	❶ ❷ ❸ ❹ ❺

Identify	• Product visible through the package or clear representation of the product. • Clearly printed brand, product and variant on at least 2 sides. • Product text as large as practical. • Best before dates clear and legible, location and print should facilitate stock rotation by store staff. • GS1 identifications (e.g. Pallet Labels) are easily accessible and scanned by staff during handling.

Open	• Packaging is not placed on the shelf; opening should not require more than one person. • Simple pictorial user instructions that minimise text. • During opening no sharp edges should exist. • Clearly mark the unit as being replenishment ready to ensure functionality is utilised where possible. • Integrity, quality and appearance of product should not be compromised during use. • Opening time should contribute to a quicker replenishment cycle time.

Shelf	• The display unit, after removal of any unwanted secondary packaging must remain stable during shelving. • The product must keep its position and intended orientation during the replenishment cycle. • Replenishment ready options should be supported through the inclusions of support handles, hand holds etc. • Suitable for space allocated for front facing. • Clear instructions in how to shelf.

Shop	• Shopper can easily identify, remove and replace product direct from the shelf, hang cell etc. • Shopper facing unit should not include bar-codes, technical labelling or other information not intended for the shopper.

Dispose	• Packaging should become flat with minimum effort. • Mixed material easily separated.

RETAIL READY PACKAGING

EASY To	**Shelf Ready**

Identify	• Clearly printed brand, product and variant on at least 4 sides. • Product text as large as practical. • Best before dates clear and legible. • Packaging should assist shopper selection • Appropriate GS1 specifications are met. • Barcodes printed in 2 adjacent sides of carton, but parallel facings are acceptable.

Open	• Pictorial opening instructions are preferred
	• Perforations not impeded by tape, glue etc and should leave neat edges.
	• Easy to open, intuitive opening that includes:
	   o Location of opening point, such as finger holes for perforations
	   o Simple one person operation
	   o As few steps as practical
	   o Use of tools avoided

Shelf	• Packaging weight and design fit for purpose and strong enough to move product • Shelf component easy to remove post shop. • Number of product facings suitable for product turnover • Option of having multiple facings should be considered e.g. 3x2 or 2x3. • Consider weight e.g. <12Kg weight.

Shop	• Shelf component should not cover vital shopper information, product description and unit of measure clearly visible. • Packaging should provide no barriers to removal/replacement of the product • Shopper facing portion should not include information not intended for the shopper e.g. barcode. • Tray lips should be as small as practical. • Colour and branding to maximise the product impact.

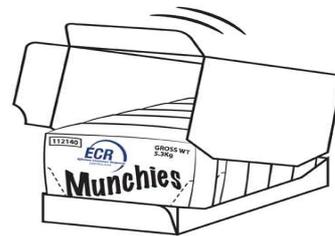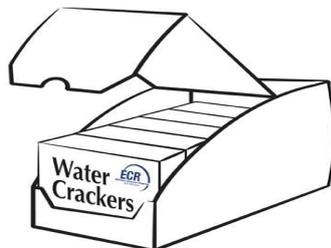|	
Dispose	• Packaging should become flat with minimum effort. • Mixed materials easily separated.

Examples of Types of Shelf Ready Packaging

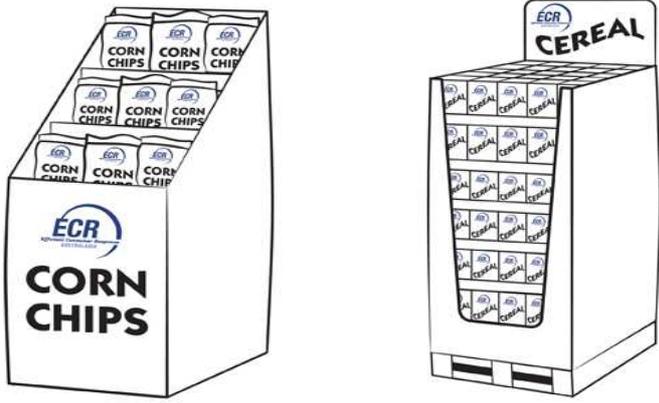*Example: Tray and hood*

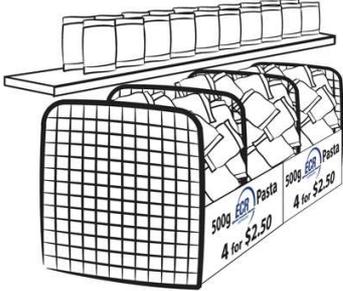*Example: Tray and shrink*
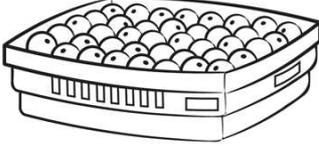

Example: Machine erect wrap around
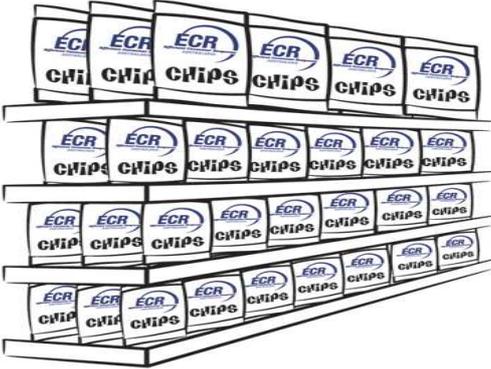

Example: Regular slotted carton

RETAIL READY PACKAGING

EASY TO	**Display Ready**

Identify	• Clearly printed brand, product and variant on display unit. • Product text as large as practical. • Best before dates clear and legible. • Assist shoppers in easy identification of product.

Open	• Opening instructions clear. • Minimal assembly required within store.

Shelf	• Stand alone display, remains stable during display period. • Manual handling equipment may be required. • Replace with a full unit on completion • Twisting/bending of remaining packaging (i.e. after removal of lid or shrink wrap) during display is not acceptable.

Shop	• Product must keep its position and orientation during display. • Display must make a positive contribution by improving product identification. • Display must not result in consumer units being so tightly packed or held in place that ease of access is reduced.

Dispose	• Different materials need to be easily identified and possible to separate. • Consider returnable display ready options and reverse logistics requirements.

RETAIL READY PACKAGING

EASY To	**Infrastructure/Hardware**
	Example: Product Hoppers *Example: Vegetable/Fruit Containers*

Identify	• Clearly printed brand, product and variant. • Product text as large as practical. • Best before dates clear and legible. • Product visibility through crate/returnable plastic.

Open	• Crate/returnable plastic does not require opening, possibly removal of plastic wrap.

Shelf	• Manual handling equipment may be required. • Allow for one-touch replenishment.

Shop	• Shopper can identify product, select and replace. • Removal and replacement of hardware.

Dispose	• Reverse logistics considerations • Instructions for re-use/hygiene etc. • Stackable/collapsible to secure efficient transport and handling in-store.

RETAIL READY PACKAGING

EASY TO	**Not Ready**

Identify	• Clearly printed brand, product and variant on at least 4 sides. • Product text as large as practical. • Best before dates clear and legible

Open	• Remove tape easily. • Consider opening points on cartons.

Shelf	• Decant individual consumer units onto shelf space.

Shop	• Products placed directly on shelf. Shelf dimensions should not limit the shoppers ability to select and replace a product.

Dispose	• Secondary packaging should become flat with minimal effort. • Mixed materials easily separated. Appropriate recycling logos.

SECTION 3:   CARTON CONFIGURATION and DESIGN

One of the most difficult elements moving to RRP formats is determining the carton configuration and design. Focus should be placed on developing a carton configuration and design that will assist in delivering improved shelf availability.

Differing shelf dimensions across the retail trade; within individual retail stores; sales volumes variation by store and with store type; and the in-store replenishment requirements generate complexity when designing packaging options.

The suppliers' perspective is to provide a solution that meets the majority of these requirements across **all** trading partner businesses, limiting the necessity of managing multiple SKU's of the same consumer product.

Irrespective of the push for SFP the retail trade have made a considered approach over the last five years to ensure pack configurations are developed that reflect the rate of sale, support the product life criteria, maximise layout considerations, assist replenishment practices and drive the ability to maintain availability in store. Often this is referred to as 'one touch'. Designing from the shelf back has replaced the previous methodology of designing for supply chain efficiency. SFP is no different.

There is no 'magic formula' to determine the carton configuration for a SFP unit. Ultimately it is a combination of drivers, informed through an open dialogue with trade partners that will determine the dimensions and number of units for the SFP packaging. The most important drivers are listed below.

> **Carton Configuration Drivers**
>
> 1. **Sales Volume**
>
> 2. **Shelf Dimensions**
>
> 3. **Cartons per shelf**

Sales Volumes

The rate of sale/sales volumes should be mapped against the relevant distribution channels/formats. This will provide indicative information that will assist in determining the most appropriate carton size, reflecting the rate of sale.

Shelf Dimensions

The depth, height and width of the shelf will play a role in design decisions. The key objective is to agree a dimension that will allow for the majority of store planograms to make use of 'best-fit'.

Shelf depths vary from store to store and from retailer to retailer. Retail shelf depths are detailed in Section 5 of this document and are intended as a guide, there will be exceptions and dialogue between trading partners is essential to determine appropriate dimensions for design purposes. A critical consideration is to ensure product packaging does not protrude over the shelf edge.

It is essential that discussions with retailer merchandising teams, category managers and buyers are undertaken as part of this process.

Cartons per Shelf

The best in class goal is to achieve a shelf capacity accommodating a minimum of two cartons per SKU. Consider appropriate display options based on the product and its ability to have cartons placed deep, stacked or adjacent. The operational preference is for two cartons deep, followed by two cartons stacked, followed by two cartons adjacent.

Deep or adjacent
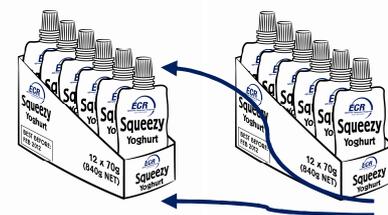
Having two cartons per shelf will assist replenishment practices. Whilst it is seen as a best practice option that provides ease of in-store replenishment, drives to 'one touch' and aligns rate of sale there may be more suitable solutions for the product.

Stackable

Solutions should be agreed with the appropriate buying/category teams prior to implementation.

Other Considerations

Replenishment

Replenishment will be greatly influenced by the in-store processes and procedures adopted by each retailer organisations in individual stores. It is essential to review replenishment practices prior to determining the best carton configuration and design. Key stakeholders should replenish the shelf to develop a clear understanding of the process, limitations, and capability required.

Store efficiency and on-shelf availability are both enhanced by making product identification easy when undertaking shelf replenishment. Being able to easily identify the product weather it is on store capping or in the back room requires clear identification. Store personnel should be able to easily identify the product in crowded back room from up to 3 meters distance.
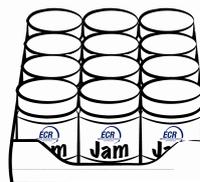
Flexible Facings

Some products lend themselves to flexible merchandising options such a case rotation (short / long side leading). If possible this should be considered as it will provide flexibility that may assist in maximising the use of RRP in a range of store formats.

Example: Long leading 4X3
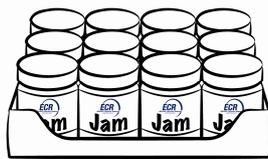
Example: Short Leading 3X4

Example: Stackable RRP

Example: Two consumer units.

Sustainable Considerations

There are four key principles that need to be considered as part of the carton configuration and design of packaging options when seeking to deliver on sustainability goals.

RETAIL READY PACKAGING

Principles	Potential strategies
Fit for purpose: Packaging should be designed to meet market and consumer needs minimising net impact in a cost effective way.	• Meet technical performance requirements • Minimise supply chain costs • Meet consumer needs and expectations, including for accessibility
Resource efficiency: Packaging should be designed to minimise the use of materials and other resources without compromising product quality and safety.	• Minimise materials • Use recycled materials • Minimise transport impacts • Maximise water and energy efficiency
Low impact materials: Packaging should be designed to minimise the environmental and social impact of materials and components. Materials should be selected on science and incorporate a whole-of-lifecycle approach.	• Minimise risks associated with potentially toxic and hazardous materials • Use renewable or recyclable materials • Use materials from responsible suppliers
Resource recovery: Packaging should be designed to maximise its potential for recovery and recycling at end-of-life and to minimise the environmental and social impacts of its disposal.	• Design for reuse where appropriate • Design for recovery • Design for litter reduction • Inform consumers about appropriate disposal

Category

SFP should be viewed as the normal mechanism for product packaging. All new products should be presented in SFP formats and existing products should have robust time sensitive plans in place for their migration.

There are some exceptions and these should be discussed with category managers/buyers. For example large and bulky goods do not lend themselves to SFP formats. However considering ways to improve identification and replenishment for these products is encouraged.

Products sourced from off shore in existing SFP formats should be considered for local markets and the retail trade challenged on their ability to use these product so as to avoid expensive re-work.
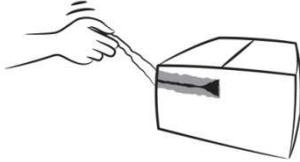
SECTION 4:   EXAMPLES OF PACKAGING OPTIONS

The following examples of RRP options that have been very effective and some that have not been effective at all.

	Good	*Bad*
Identify	*Example: Identification clear and concise- brand, variant and size.* *Example: Consumer unit information clearly visible.* *Example: Consumer unit is visible through the outer packaging.* *Example: Easy to identify throughout the supply chain.*	*Example: Difficult to identify, hand writing over lip, additional code information present.* *Example: Consumer unit information masked by front lip.*

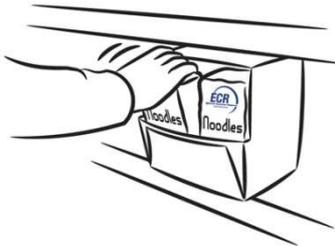|	**Good**	**Bad**
Open	Example: Opening location easy to identify, intuitive. Example: Clear instructions and perforations tear cleanly. 	Example: Too many instructions – difficult to understand. Example: Perforations leave untidy edge. Example: Opening location is covered by tape.

	Good	*Bad*
Shelf	*Example: Movement to shelf easy and safe.*	*Example: Movement to shelf difficult and unstable.* *Example: Product not displayed at its best on shelf either damaged by weight of second unit or perforations unsightly.*

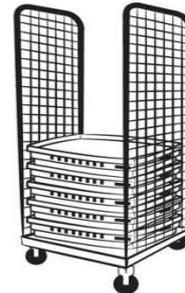|	*Good*	*Bad*
Shop	Example: Easy to remove and replace the consumer unit.	Example: Difficult to remove and replace the consumer unit, shelf above inhibits.
	Example: Easy to remove and replace the consumer unit	Example: Difficult to remove and replace the consumer unit, side flanges inhibit.
	Example: Easy to remove and replace the consumer unit	Example: Difficult to remove and replace
	Example: Shopper can easily identify product, front panel facing upright.	Example: Side panel visible, difficult for shopper to identify.

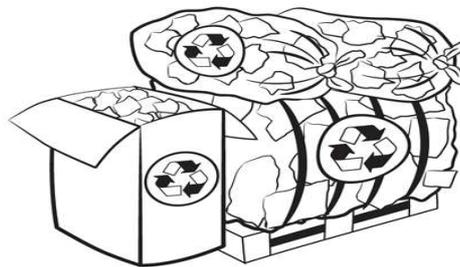|	**Good**

Dispose

Example: Cartons broken down and easily stacked.

Example: Plastic crates nest and stack for return.

Example: Materials separated easily for recycling.

SECTION 5   RETAIL SPECIFICS

coles

Commitment	Shelf friendly packaging (SFP) allows better filling at store level, driving improved product availability thereby improving sales. It is in all our interests to ensure that SFP is developed on all new and existing products.
Nominal Shelf Dimension	Nominal shelf depth - 505mm
Shelf Replenishment (cases)	SFP aligns closely with the optimal product count in the carton. Work with Category Manager (Buyer) to ensure the number of units available in a SFP carton aligns closely to its rate of sale, thereby optimising days of supply and reducing waste issues such as out of codes and rework damage in store. Work with the Category Manager (Buyer)and Space planning team to determine the appropriate carton unit count when developing SFP. To meet Coles replenishment practices two SFP cases should fit on each shelf, referred to as one touch.
Prioritisation	Coles SFP priorities for 2010 are to rapidly increase the number of products available in SFP across all categories and to improve existing SFP quality.
Implementation	SFP conversion is managed by category via the Category Manager (Buyer). Processes and examples are available in Coles Shelf Friendly Guidelines (see below) and the ECRA Retail Ready Packaging Toolkit.
Approval Process	The Coles Category Manager (Buyer)approves SFP. The approval process can be viewed in the Shelf Friendly Packaging Guide which can be found at: http://supplier.coles.com.au/range/shelf-friendly-packaging.aspx
In-store	All acceptable SFP is planned on layouts to the maximum degree possible. Store execution is managed through training and shelf edge ticket identification. Surveys are conducted regularly to assess SFP quality and its penetration by category. SFP execution is a key objective for Coles. Suppliers can assist by closely following SFP instructions on layouts.
Retail Guidelines	Shelf Friendly Packaging Guidelines The guidelines are the first step and suppliers are welcome to feedback or contribute to their further development. Access the guidelines at: http://www.supplier.coles.com.au/businessTransformation/default.asp

RETAIL READY PACKAGING

FOODSTUFFS
South Island Limited

Commitment	Foodstuffs New Zealand's priority is to ensure any savings resulting from a more efficient supply chain via its own network and that of its suppliers result in lower costs for its members and retail consumers. This extends to cover store operational practices, including ensuring the configuration of deliveries from Foodstuffs distribution centres are optimised for handling, put-away and finally display on the retail shelf. In doing this we will: ➡ work closely with local and international suppliers to help identify, prototype and trial any RRP changes; ➡ ensure we are being the very best supplier to our stores for our complete Private Label range; ➡ ensure that the product range, pack sizes and replenishment operations result in the most optimal store delivery practices as possible; Note: The PAK'nSAVE format is the only Foodstuffs Retail Brand that is currently capable of actively supporting the RRP concept. Where feasible RRP is and will be considered for the New World And Four Square Retail Brands.
Nominal Shelf Dimension	Nominal shelf depth New World - Length 91.5cm; Height 180cm & Depth 45cm PAK'nSAVE - Length 180cm; Height 215cm & Depth 50cm Four Square - As New World Specs (In most instances)
Shelf Replenishment (cases)	PAK'nSAVE Varies according to product movement, packaging dimensions etc. Can vary greatly, 2 cases to up to 10. This does not include Picking Faces unique to PAK'nSAVE. New World Not applicable in most instances. (2 Cases max) Four Square Not applicable in most instances.
Prioritisation	Private Label product as presented and where feasible.
Implementation	As agreed upon with trading partners
Approval Process	Through Foodstuffs Category Managers and Foodstuffs Own Brand Ltd Category & Quality Assurance Managers
In-store	Ease of identifying Retail Ready Packaging essential and awareness training provided by Supplier Representatives (During launch) key to in-store implementation and management
Retail Guidelines	Foodstuffs New Zealand supports: ECRA 2006 Retail Ready Packaging – A focus on Shelf ready Packaging an Industry Toolkit ECRA 2010 Retail Ready Packaging Toolkit Ed 2 www.ecraustralasia.org.au

RETAIL READY PACKAGING

Commitment	Metcash has played an integral part in the establishment of the industry guidelines for RRP, and is committed to supporting the development and use of retail ready packaging.

Nominal Shelf Dimension	Nominal shelf depth - 455mm

Shelf Replenishment	Case plus 2 (order multiple)

Prioritisation	RRP solutions will not be actively pursued. If RRP solutions are presented for implementation and are mutually beneficial they will be used.

Implementation	Metcash Trading being a representative to over 4,500 independent retailers is cognisant of the varied store formats that it represents together with the maximum suitable facings within a particular category. We support the industry guideline set out within this toolkit when deciding on the acceptance of a product in SFP.

Approval Process	Whilst no formal process is adopted in Metcash, all Retail ready packaging is to be presented and discussed with each respective National buyer.

In-store	All products in shelf ready packaging are outlined on each category layout. It is advisable for all Suppliers to liaise with each independent retailer on the use of shelf ready packaging within their store.

Retail Guidelines	Metcash Trading supports: ECRA 2006 Retail Ready Packaging – A focus on Shelf ready Packaging an Industry Toolkit ECRA 2010 Retail Ready Packaging Toolkit – Edition 2 www.ecraustralasia.org.au

Commitment	SFP is an important tool in providing in-store replenishment efficiencies which culminate in increased product availability to customers. They provide an opportunity to reinforce a brands image on the shelves and assist in maintaining shelf position. SFP will only be implemented where: ➡ The SFP meets Woolworths Logistics specification, ➡ The SFP solution is intuitively more efficient by design, i.e. Easy to ID, Open, Replenish and Dispose/Recycle, ➡ The SFP is easy to shop, providing customer value through enhanced product recognition and availability, ➡ The SFP can be accommodated via store planograms, ➡ The fixture and the nature of the product is conducive to SFP use.
Nominal Shelf Dimension	Nominal shelf depth - 460mm Shelf dimensions can be obtained from www.wowlink.com.au Go to Topic Centre, Buying and Marketing, Category Development Schedule and download APOLLO DIMENSIONS LISTING.
Shelf Replenishment (cases)	Case size and configuration needs to be agreed upon with the Business Team prior to the commencement of SFP development. Woolworths require that product meets the 'Case plus MPL' criteria. The preference is for trays to be designed that are half as deep as the shelf. This would allow two trays to be on shelf at any time.
Prioritisation	SFP development will be driven by a prioritised category approach where: • High Priority - SFP solutions will be actively sought across the entire category e.g. high volume fast moving. • Medium Priority - Products will be reviewed with respect to SFP opportunities and groups of products within categories will be targeted where appropriate in order to exploit the benefits of SFP. • Low Priority – SFP solutions will not be actively pursued. If SFP solutions are presented for implementation and are mutually beneficial they will be used. Refer the Woolworths Packaging and Barcode Specifications for Consumer Units, Trade Units and Logistics Units for further detail.

RETAIL READY PACKAGING

Implementation	The implementation of new SFP will be executed through the formal Range Review process. However, if SFP is provided outside the Range Review process, it may be considered at the discretion of the business team.
Approval Process	Prototype SFP designs should be submitted to the relevant Business Team for approval.
In-store	Woolworths have adopted a shelf label signifier. The signifier is specific by store, it tells the shelf filler that the product is provided in an acceptable SFP and the packaging is to be used to fill this product in this store. If the product is supplied in SFP but does not fit in a particular store because there are incompatible product facings the signifier will not be present on the shelf label.
Retail Guidelines	Woolworths Packaging and Barcode Specifications for Consumer Units, Trade Units and Logistics Units. www.wowlink.com.au Go to Supply Chain, Packaging and Barcodes.

SECTION 6:   INDUSTRY TOOLS

The following tools have been developed to assist businesses deliver RRP solutions.

Shelf Ready Packaging Checklist

The SFP Checklist aims to ensure that relevant requirements are considered:

- during development phase
- through dialogue internally and
- in dialogue with between trading partners, and
- during final approval process.

The checklist provides a summary of the key considerations when formulating design changes or developing new packaging solutions. It should be used in consultation with trade partners, packaging providers and internal stakeholders. The toolkit can be modified to meet internal processes and practices.

Download your free SFP Checklist here.

Financial and Sustainability Business Case Tool

A Financial and Sustainability Business Case Tool has been develop by industry participants under the stewardship of ECRA to assist users in capturing and calculating the financial and environmental impacts of different SFP choices.

It is intended to be used internally or in consultation with trading partners to provide and end-to-end value chain view of the impacts. It is also provide users support to be able to establish the requisite information so that they will be better able to work from a fact base in discussion with trading partners and deliver best practical mutual outcomes as a result.

Download your free Financial and Sustainability Tool here.

In-Store Audit Checklist

Following implementation it is recommended that a review of the solution be performed to ensure guidelines are met, metrics achieved and efficiencies attained. The following audit pro-forma can be adopted by trading partners and used in a consultative fashion to ensure long term sustainable solutions are adopted.

Download your free In-store Audit Checklists.

SECTION 7: ADDITIONAL INFORMATION SOURCE

Coles Group Limited
Shelf Friendly Packaging – CML Supplier Guidelines
http://www.supplier.coles.com.au/businessTransformation/default.asp
(Click on Range and Space and follow the links to Shelf Friendly Packaging)

ECR Australasia
ECRA Retail Ready Packaging Toolkit Edition 1 and 2.
www.ecrasutralasia.org.au

ECR Europe
ECR Europe SFP Bluebook due in December 2006/January 2007
www.ecrnet.org

Foodstuffs
www.foodstuffs.co.nz

IDG UK
International SFP Report - www.igd.com/SFP
SFP bluebook - www.igd.com/ecr

Metcash Trading Ltd
www.metcash.com

National Packaging Accord
www.packaging.org.nz

Australian Packaging Covenant
www.deh.gov.au/settlements/waste/covenant/index.html

Woolworths Ltd
Packaging & Barcode Specification for Consumer Units, Trade Units & Logistics Units www.wowlink.com.au
(Click on Packaging and barcode specifications in the Supply Chain)