



Grocery Case Study

Marks & Spencer

Organic Banana Bands

-  Grocery Industry
-  2018
-  2 months
-  UK Distribution

The image shows the exterior of a Marks & Spencer store. The large, dark, three-dimensional 'M&S' logo is mounted on the building's facade. The building features a combination of dark grey panels, light-colored wood cladding, and large glass windows. The sky is clear and blue. A large, white, curved graphic element is overlaid on the right side of the image, partially obscuring the building's facade.

M&S

The challenge and the background

Marks & Spencer has an enviable reputation for consistently offering a superb quality of fresh produce and other foods across its vast network of stores. The iconic brand was looking for a more sustainably-aware packaging solution for its organic range of bananas - one that would offer a significant reduction in plastic and not detract from the wonderful freshness and vibrancy of the produce itself. This central environmental consideration also needed to be given particular prominence given the organic nature of the product range. Lastly, the revised banana packaging needed to effortlessly convey M&S's branding and visual identity.

Westpak's solution to the challenge

When offering a significant change from an existing packaging design, it's important to establish a number of well-defined, data-driven improvements, the effects of which can be accurately measured. The re-designed banana band packaging solution offers an array of such quantifiable improvements. For example, the streamlined design offers as much as a 75% reduction in packaging weight alone. The packaging also offered the benefits of a cost-neutral final price, no specialist machinery being required for packaging at-source, and a self-wound product which results in no plastic backing to fill the non-recyclable plastic bins. This also helps to ensure there is also no additional impact on labour costs.





The result

Supermarket chains and other food retailers have been making significant advancements in plastic reduction and incorporating more sustainably aware packaging solutions across their product ranges. This featured banana band packaging tape is a clear example of how retailers can seamlessly utilise a drastic reduction in plastic and overall packaging volume while continuing to provide all of the packaging's key requirements, both for their customer base and inline with their commercial objectives. The packaging tape offers all of essential product information as well as enabling M&S to continue to convey their strong visual identity. The banana bands were widely utilised across M&S's stores with an excellent response from customers.

The Westpak approach

Whether creating bespoke packaging solutions or providing items from our standardised product ranges, we remain committed to working alongside key brands across the grocery and foodservice industries, working to a range of sustainability and business objectives.



Westpak's real expertise is in creating diverse packaging solutions using experience, creativity and product development.



We meet the quick turnaround required by Grocery Retailers and Foodservice Chains, displaying their products at their very best.



We create environmentally sustainable and recyclable products which challenge the status quo.



Our creative packaging helps educate your customers and ensures you stand out from the rest.





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