



Case Study - Greggs

Introduction to Greggs

Greggs are the most successful high street bakery chain in the UK with a presence in virtually every major UK town and city and around 2200 retail outlets... even more than McDonalds UK!

They sell a large volume of take away sandwiches and cooked pies and savories, as well as sweets and pastries. Greggs have extended their offering to include breakfast and hot beverages daily. They command the convenience takeaway food market for daily purchases, developing more healthy options to compliment this range.

A growing majority of the retail stores now offer tables to provide an eating-in option, requiring much more attention to front of house cleaning as well as general food preparation cleaning.



Always Fresh. Always Tasty.™



The Challenge

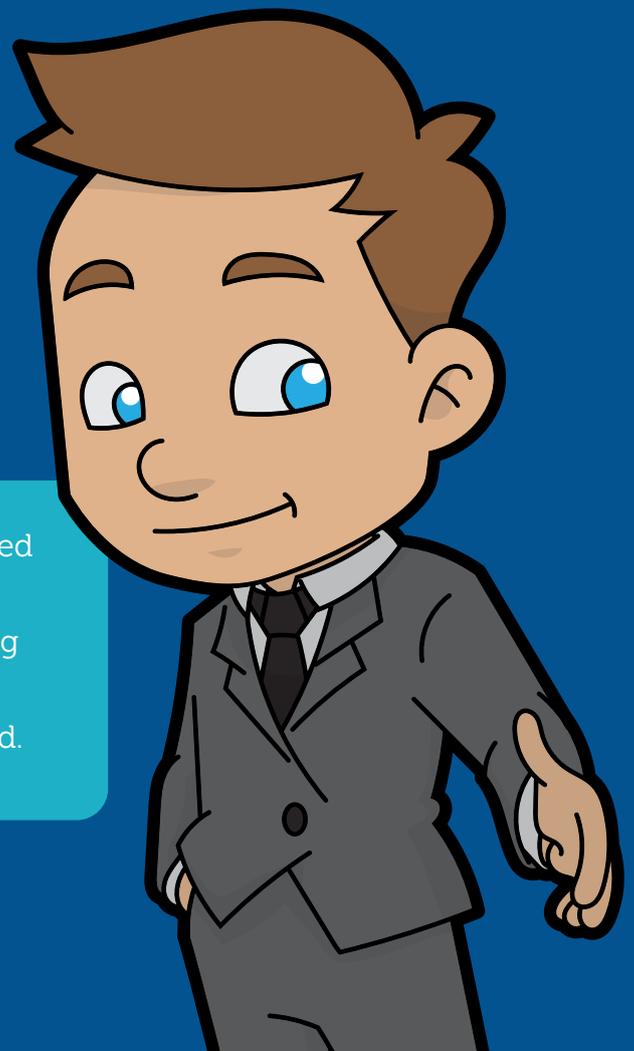
In 2014 Ally Stephenson, Head of Purchasing at Greggs, approached us with the following challenge...

To deliver a new and innovative chemical dosing delivery system reducing the volume of water contained within the formulations utilised through out the 2200 shops across the UK.

Our Solution...

Our Response was simple; our products were the perfect fit for the brief...

As a specialist manufacturer, SoluPak offered a range of single dose, soluble sachet products to handle the majority of cleaning and disinfection activities in the Greggs shops, and extensive trials were established.



The Benefits...

1. Guaranteed, consistent and controlled dosing as each sachet is rated to its application method.

This reduces overuse, prevents under-strength concentrations and minimizes the hazard to the operative using the product.

2. Safe and space efficient storage product.

One small pouch equates to 10 trigger sprays (7.5 litres) of surface sanitiser.



3. Safer handling of chemicals

As each single dose is contained in its own, dissolvable packaging, the operative never comes into contact with a potentially hazardous chemical, delivering a significant improvement in health and safety considerations. (Often a concern if using concentrated or super-concentrated chemicals)

4. No dosing stations to install, maintain or replace

Significant reduction in plastic waste with a pouch weighing less than 1gram and folding flat. This means it takes up very little shelf room too!

Greggs continuously carry out microbiological swab tests and our products never fail to deliver exemplary results.

To Put This into Perspective...

A whole pallet of 5 litre liquid concentrate can be replaced with 4 packets of our product...



Ethical, Sustainable and Safe

We don't test on animals, we never have, and we never will. We ensure that none of our raw materials are of animal origin or are tested on animals.



Accredited to the highest European Standard.



We don't believe in animal testing and are proudly accredited cruelty free.



NO chemicals used in these products are from animal origins.



Our packaging is fully recyclable but please re-use it as much as possible first.
#PlasticFree #ZeroWaste

With our help...

As part of this Greggs project, the SoluPak technology has prevented over 3 tonnes of plastic per year from entering the waste stream, with further product development projected to increase this to over 6 tonnes per year with the roll out of the dish-wash and rinse-aid products.



Before SoluPak stepped in, Greggs had to empty the local bins 3 times per week to remove the packaging waste. With our help, this has now been reduced to just once per week.



Plastic Savings Quantified...

With SoluPak's help, the following savings can be made EVERY YEAR

Product Type	Weight of Plastic Saved
Toilet Cleaner	718kg
Degreaser	787kg
Floor Detergent	1,432kg
Surface Sanitiser	275kg
Total Weight Saved	3,211 kg (3.21 tonnes)

To Summarise

Following extensive trials across over 30 retail outlets, on the 1st June 2017 the new regime rolled out in one 'big bang', with an unprecedented level of user acceptance without the need for additional training or site visits.

**But we
haven't stopped
at Greggs...**

Our technology and innovation has been spread to the retail world with national chains Waitrose and the John Lewis Partnership adopting the product range for their in-store cleaning, as well as other SME food operations seeing the potential and implementing the range

The benefits of soluble sachet technology is clear; SoluPak provides a mechanism for the safe, controlled and cost-effective deployment of detergent and disinfectant products for the food, retail and institutional environment.



Such is the innovation that this product was awarded the Best Product Innovation award at the Society of Food Hygiene & Technology annual awards ceremony in London (November 2017)

But don't just take our word for it...

Our products are distributed through Christeyns, a hygiene support company that provides service excellence, value for money and technical expertise across the food, beverage and dairy industries.

The following testimonial was sent to our distributor, about SoluPak's ground-breaking technology...



Product range shot



CUSTOMER TESTIMONIAL

As a fast moving consumer-led business with over 1700 shops, Greggs is always looking for ways to make life easier for our staff so that they can spend more time delivering excellent service to our customers. Greggs also takes its Social Responsibilities seriously and as part of this, continually looks for opportunities to reduce our impact on the environment. In 2015 we approached our incumbent chemical supplier, Christeyns Food Hygiene, and challenged them to provide us with a way of delivering cleaning products into our shops, in a simple, user friendly way that takes out the need to store and ship heavy products around the country, without compromising the required high standards of microbiological and allergen control.

Christeyns Food Hygiene embraced this challenge and worked closely with us to come up with a solution that we are delighted with – soluble, single dose sachets in small, light to transport packs which are simple and easy to use and safe for our staff. There are multiple benefits to these including ease of use as the single dose sachet format is simply topped up with water, they are safe to handle requiring no PPE and environmentally friendly. They are also transported in compact pouches which are resealable & easy to store and replenish.

Following extensive trials across three regions we are proud to be the first national food retailer to adopt this technology across our entire retail estate. The response from our Retail colleagues has been excellent with quick adoption, and high praise for this innovative solution. We are pleased to support Christeyns Food Hygiene's application for "Product of the Year" at the 2017 SOFHT awards.

Ally Stephenson
Head of Purchasing (GNFR)

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