



ALDI IRELAND: APPLE RANGE

THE IMPROVEMENT

As an ethically responsible retailer, following their core principles of Consistency, Simplicity and Responsibility, Aldi aim to operate in a manner that minimises their impact on the environment. In an effort to reduce plastic and packaging across their range, Aldi has created a strategy that demonstrates their commitment to being at the forefront of tackling these key issues.

Aldi's Plastic and Packaging Strategy was launched in March 2018 and includes 8 Plastic and Packaging Pledges:

1. By 2022 Aldi aim for 100% of all own label packaging to be recyclable, reusable or compostable.
2. By 2025 Aldi aim to achieve 100% recyclable, reusable or compostable packaging across all products.
3. By 2025, Aldi aim to reduce packaging by 50% (relative to 2015 baseline).
4. By 2025 Aldi aim for 50% of packaging to be made from recycled material.
5. Publicly report on packaging reduction progress annually starting in 2019.
6. Educate customers on the importance of waste reduction (reduce, reuse, recycle).
7. Committed to working in partnership with other retailers to reduce our dependence on plastic.
8. Establish a Packaging Task Force with Buying Teams, Suppliers and external experts to deliver these goals.

THE SUPPLIER

Repak member Iverk Produce Ltd.

THE CHANGE

In line with their Plastic and Packaging Strategy and in conjunction with Repak and their supplier, Aldi have removed the polystyrene tray packaging from approximately 11 million units of apple products that they place on the market annually.

Aldi decided to move the packaging to a pulp tray which provides the robust packaging needed for this range whilst also eliminating the use of unnecessary plastic.

THE BENEFITS

By moving to this pulp tray Aldi have eliminated over 40,000 kilos of plastic yearly from the range.

This reduction strategy is part of an internal initiative to remove all polystyrene from Aldi's produce range and to convert their own label packaging to recyclable, reusable or compostable.



