Jerónimo Martins

Packaging and Waste Prevention

"EU Circular Talks: packaging in the retail sector" – October 2020

Jerónimo Martins Group

18.6 THOUSAND

TURNOVER* (M€)

115,428

EMPLOYEES*

* 2019 figures

Most relevant characteristics of packaging

- Safety and Protection
- Quality and Food Safety
- Efficiency
- Convenient
- Marketing

Packaging and Convenience

PACKAGING

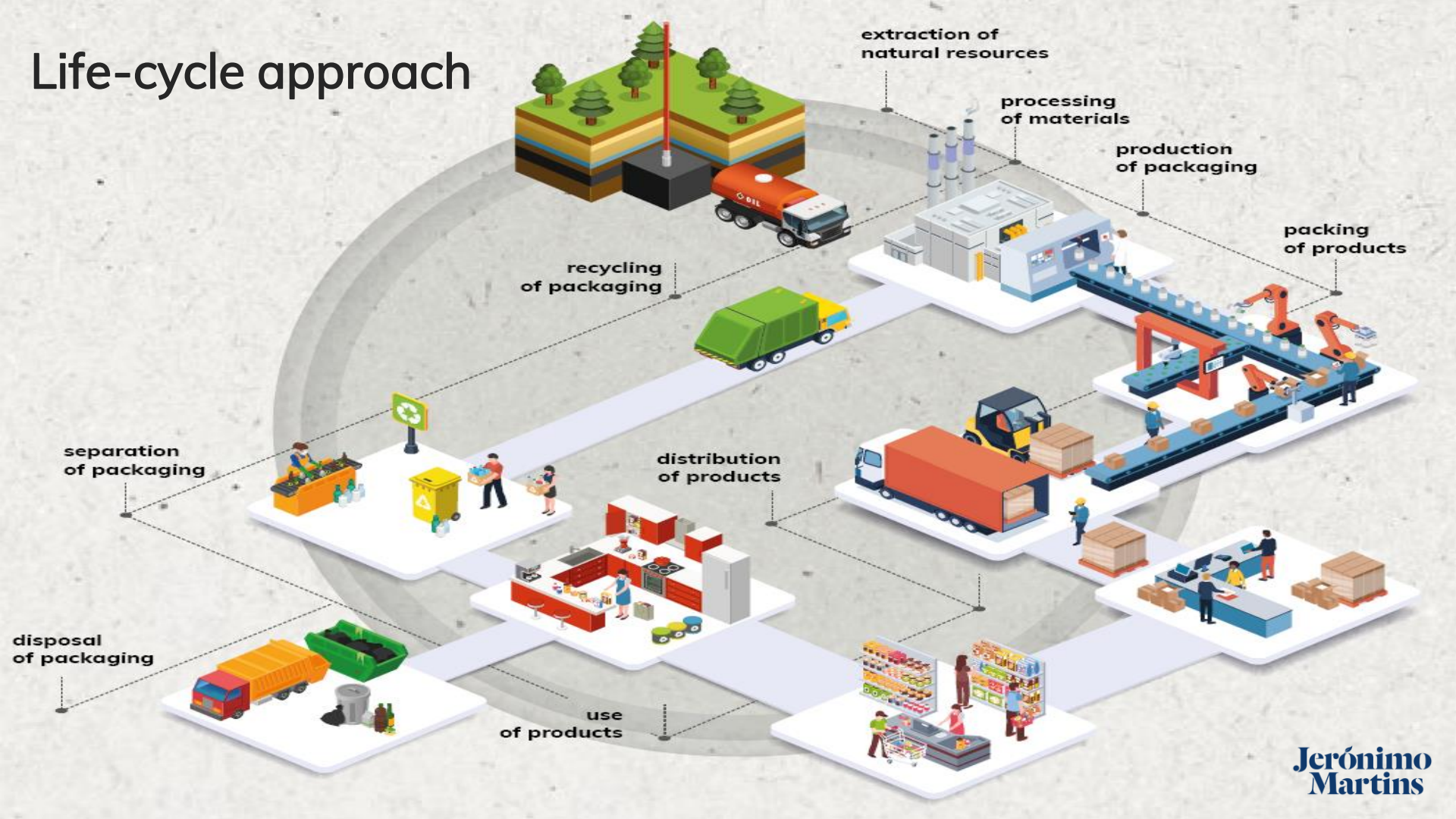
CONVENIENCE

Packaging Ecodesign

Project running since 2010

- Reduce the environmental impact
- Optimise handling, transport and display

Life-cycle approach



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Ecodesign strategies

- ENCOURAGE REUSE
- ELIMINATE UNNECESSARY COMPONENTS
- REDUCE THE WEIGHT OF COMPONENTS
- PROMOTE THE USE OF MORE ECO-FRIENDLY MATERIALS
- ENCOURAGE RECYCLING
- REDUCE PRODUCT LOSSES

Reusable transport crates

- Savings of 20,000 t / year of single-use packaging

Redesigned shape

Changing the shape and thickness of 1.5 L Polaris water bottles (still and sparkling water) allowed to reduce packaging weight.

- Annual savings of 155,000 kg of plastic.

Redesigned component

Reduction in the diameter of carton roll – weight and size of packaging change. Savings of more than:

- 15 t / year of cardboard
- 27 t / year of plastic
- 30 t CO_2e/year

Elimination of unnecessary components

The previous external carton box was eliminated (primary packaging).

Savings of more than:

- 45 t / year on 1^{ary} packaging
- 6.3 t / year on 2^{ary} packaging
- 3,200 kg CO_2e/year

Incorporation of recycled content

Packaging made of recycled marine litter and post-consumer plastics:

- 10 t / year (Pingo Doce and Biedronka)

Engaging consumers

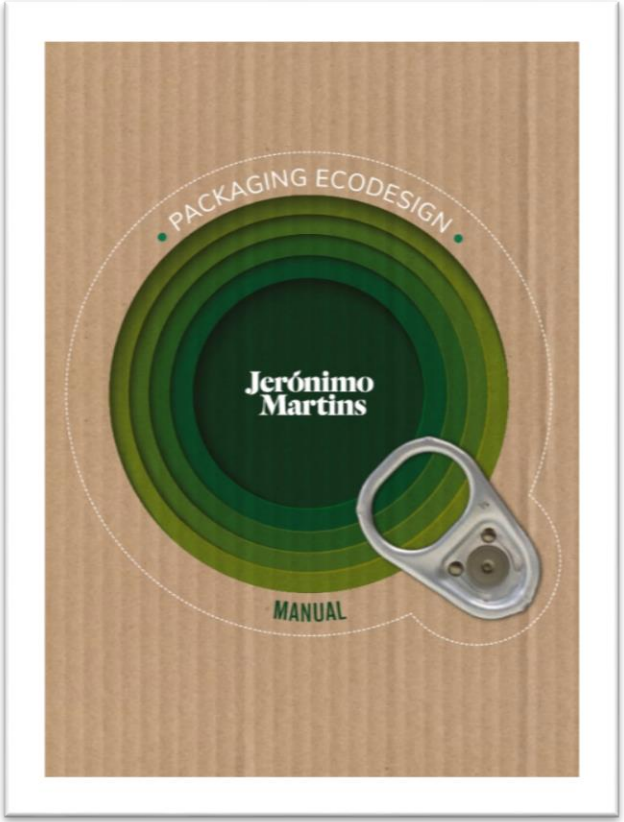
pingo doce
sabe bem pagar tão pouco

https://www.pingodoce.pt/responsabilidade/ecodesign-embalagens/

Packaging Ecodesign

- Results since 2010

More than **385** products
Materials' savings = **24,000** t
Reduction of CO_2 emissions = **4,000** t



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