

90% recycled sleeves and wraps at Sainsbury's!

A more sustainable packaging solution

From the 1st of Januari 2024, Sainsbury has started with a total new look and feel on the packaging brand for flowers and plants. Not only the design of the whole range has been redesigned, also the sleeves and wraps moved over to a 90% (post consumer) recycled plastic version!

The process towards

Key words in this project are Rethink, Reduce, Redesign, Remove and Recycle. Due to these key words and using 90% of recycled material, the total saving on plastic in the whole Sainsbury range is over 225 tons (225,000 kg) on virgin plastic each year! This is a huge step forward in the sustainability goals that have been set by Sainsbury and SuperFlora / DFG.

Operational conditions

The initial driver of this project was supplying a more sustainable packaging solution. However, this project would not have been a success without being fully functional in operations. Using a different type of material always is a risk in our supply chain and for automation in the packing processes.

Cooperation for success

A big shout out to one of our preferred supplier Decowraps. Together with a team of designers and packaging experts of Sainsbury's, SuperFlora and Decowraps, we started this project in Q2 2023. We worked closely together to create this new packaging range. Due to good and open communication, co-operation, managing expectations and, last but not least, good teamwork, we achieved the tight deadlines to launch the new packaging range on the 1st of Januari 2024.

come see for yourself

As you can see on the pictures; the result is amazing and we received many positive reactions from consumers. Sustainability on packaging is a must, and also one of the main topics of the IMPACT25 journey of DFG. Making life colourful and sustainable!



Article by: Ard van Paassen



We expect to save **225,000 kg** of virgin plastics each year

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In total we supply about **450,000 kg** of single use plastics per year to Sainsbury's. **Half of this** now contains recycled plastic.