



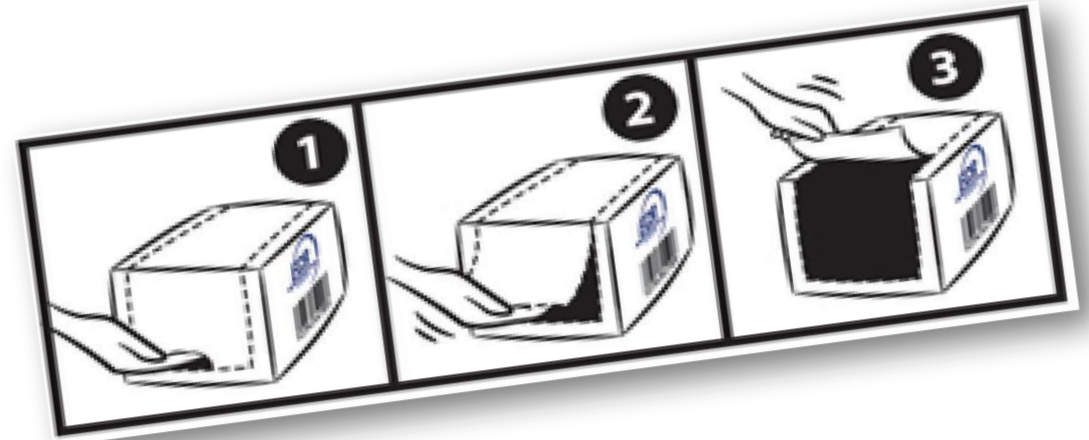
Shelf Ready Packaging Guidelines

August 2021



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Document Purpose

- **This document does:-**

- Set out the principles and intent for the use of Shelf Ready Packaging (SRP) in TWG
- Provide basic information and examples on the types of SRP available
- Set minimum standards for packaging based on reasonable practical requirements to ensure that products can survive the supply chain end to end undamaged
- Include key functional design guidelines that are required when developing or offering products with The Warehouse Group.

- **This document is not:-**

- A detailed packaging guide
- A prescriptive guide of technical specifications

- This document should be used in conjunction with the **TWL Packaging Guide**, and the **TWG Sustainable Packaging Guide**, available on the Supplier section of The Warehouse Website

- Link to Supplier page on TWL website:- <https://www.thewarehouse.co.nz/suppliers>
- Link to TWL Packaging Guide :- <https://docs.twg.co.nz/red/pdfs/suppliers/packaging-labelling/twl-packaging-guide-july2020.pdf>
- Link to TWG Sustainable Packaging Guide:- <https://docs.twg.co.nz/red/pdfs/suppliers/ethical-sourcing/Sustainable-Packaging-Guidelines-V2-24-07-2020.pdf>



What is Shelf Ready Packaging (SRP)?

Shelf-ready packaging (SRP) refers to the packaging of a product so that it is delivered to a retailer in packaging which is optimized for efficient stocking and sale.

• Why SRP?

- Shelf Ready packaging (SRP) allows better filling at store level, driving improved product availability, and thereby increasing sales.

• Key Objectives of Shelf Ready packaging?

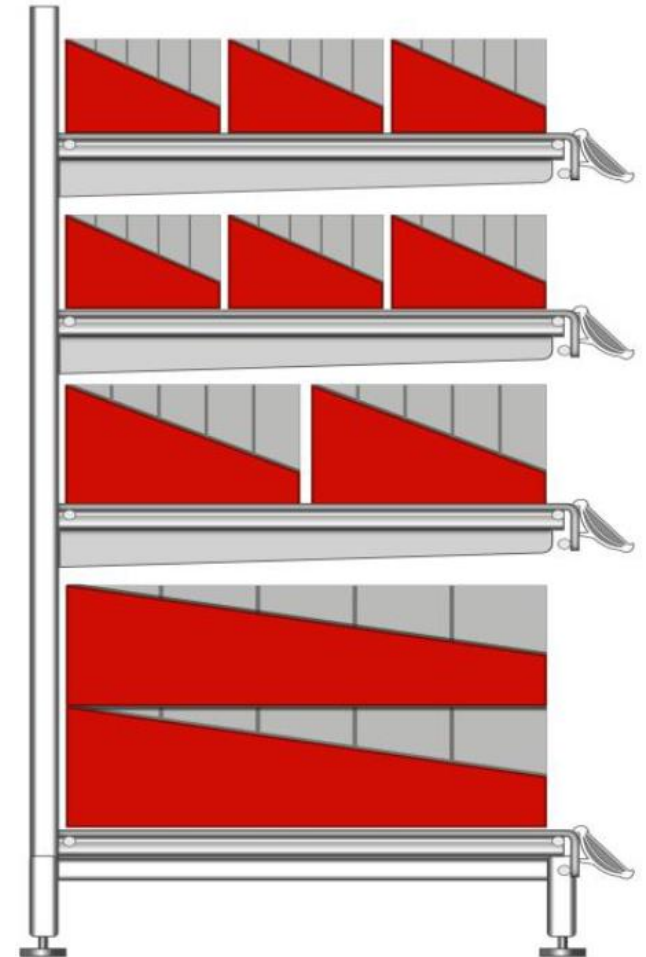
- To **simplify the shelf re-stocking process** when both opening cartons and filling store shelves, and to save on store labour costs
- To **improve shopper experience** with easy to navigate shelves, increased product availability and identifiable facing products
- To **support sustainability efforts** by minimising the amount of packaging material used, and by sourcing recyclable materials



Shelf Ready Packaging (SRP)






5 W's and 1 H - Quick Look

- What**
- Shelf Ready Packaging options
-
- When**
- All new products should be presented in SRP formats, and existing products should have plans to migrate to SRP where deemed appropriate.
-
- Why**
- Shelf Ready Packaging simplifies the instore shelf re-stocking process, improves the shopper experience, and supports the TWG sustainability efforts
-
- Where**
- Direct Sourcing Offices – CSO & ISO
 - Store Support Office – SSO NZ
-
- Who**
- Relevant Direct Sourcing Office teams – Merchandise and Quality
 - Sourcing, Quality & Buying Chapters - SSO
-
- How**
- Applying these guidelines consistently when sourcing/selecting products



SRP – Key ‘EASY’ Criteria

These five ‘easy’ criteria underpin the implementation of all forms of Shelf Ready Packaging, and provide suppliers a framework in order to avoid prescriptive solutions or technical specifications.

EASIER to:-	WHY IS IT EASIER?	WHO BENEFITS	RESULT
 IDENTIFY	<ul style="list-style-type: none"> - Clear packaging markings make it easier to identify the product in store and at the distribution centres 	<ul style="list-style-type: none"> - Distribution Centre (DC) Team - Store Team 	<ul style="list-style-type: none"> - More efficient - Stock to shelf and on sale faster - Lower labour costs
 OPEN	<ul style="list-style-type: none"> - SRP's are easier and safer to open on the shop floor 	<ul style="list-style-type: none"> - Store Team 	
 REPLENISH SHELVES	<ul style="list-style-type: none"> - SRP's enable faster stock to shelf, making the replenishment process faster, more efficient, and less costly 	<ul style="list-style-type: none"> - Store Team 	
 SHOP	<ul style="list-style-type: none"> - SRP's get the stock on the shelf quicker for customers, and present the product in a clear and consistent manner 	<ul style="list-style-type: none"> - Customer 	<ul style="list-style-type: none"> - More satisfied customer - Improved brand score - Higher sales and profit
 DISPOSE	<ul style="list-style-type: none"> - Consideration of all aspects of the packaging means sustainable / recyclable materials are used and less waste is created. 	<ul style="list-style-type: none"> - Environment 	<ul style="list-style-type: none"> - Happier planet - Less waste - Contributes to TWG sustainability goals



SRP – ‘EASY’ Criteria

Easy to IDENTIFY

EASY Guide	WHO BENEFITS	RESULT	HOW / REQUIREMENTS
Packaging should clearly communicate what is inside and assist DC and Store teams easily identify product.	<ul style="list-style-type: none"> Distribution Centre (DC) Team Store Team 	<ul style="list-style-type: none"> More efficient Stock to shelf and on sale faster 	<ul style="list-style-type: none"> Outer packaging should comply with packaging guidelines already published by TWG that include easy product category identification (see link here) Recognised quickly by store team Carton will not fall apart/crush through end to end supply chain TWG house brand artwork style guide applied Clearly printed brand, product and variant Barcodes visible and printed on four sides

Easy to OPEN

EASY Guide	WHO BENEFITS	RESULT	HOW / REQUIREMENTS
The opening process should be intuitive – store team should be able to see how to open, how to use and how to dispose.	<ul style="list-style-type: none"> Store Team 	<ul style="list-style-type: none"> More efficient Stock to shelf and on sale faster 	<ul style="list-style-type: none"> Opening instructions easy to follow Pictorial opening instructions preferred (see examples on Page 14) Reduce the need for a knife to be used at store or DC level (tray & shrink exception) No strapping around the box Perforations tear cleanly



SRP – ‘EASY’ Criteria

Easy to REPLENISH SHELVES

EASY Guide	WHO BENEFITS	RESULT	HOW / REQUIREMENTS
SRP should enable quicker and simpler replenishment to the shelf than individual hand stacking of product.	<ul style="list-style-type: none"> Store Team 	<ul style="list-style-type: none"> More efficient Stock to shelf and on sale faster Lower labour costs 	<ul style="list-style-type: none"> SRP units transferable to shelf in one step SRP strong enough so it is stable when transferring to shelf Number of product facings suitable for product turnover (agreed with Buying/Planning)

Easy to SHOP

EASY Guide	WHO BENEFITS	RESULT	HOW / REQUIREMENTS
<ul style="list-style-type: none"> The SRP should not create any barriers to purchase. It should allow the shopper to easily identify the brand and product. 	<ul style="list-style-type: none"> Customer 	<ul style="list-style-type: none"> More satisfied customer Improved NPS (brand) score Higher sales 	<ul style="list-style-type: none"> Product description on retail packaging must be clearly visible Customer can remove and return product easily Tray lips should be as small as practical (see guidelines page xxx) Colours and on-pack messages should assist shoppers in fast identification and product selection.



SRP – ‘EASY’ Criteria

Easy to DISPOSE (and recycle)

EASY Guide	WHO BENEFITS	RESULT	HOW / REQUIREMENTS
<ul style="list-style-type: none">• Packaging materials should be recyclable or re-usable.• Comply with TWG Sustainable Packaging guidelines	<ul style="list-style-type: none">• Environment	<ul style="list-style-type: none">• Happier planet• Less waste• Contributes to TWG sustainability goals	<ul style="list-style-type: none">• No excessive and/or unnecessary packaging on product• Follow TWG sustainability guidelines (link here)• Empty SRP can be quickly removed, packed for return or disposal (recycling).• SRP with multiple packaging type materials should be easily separated for recycling.



SRP Design – General Principles

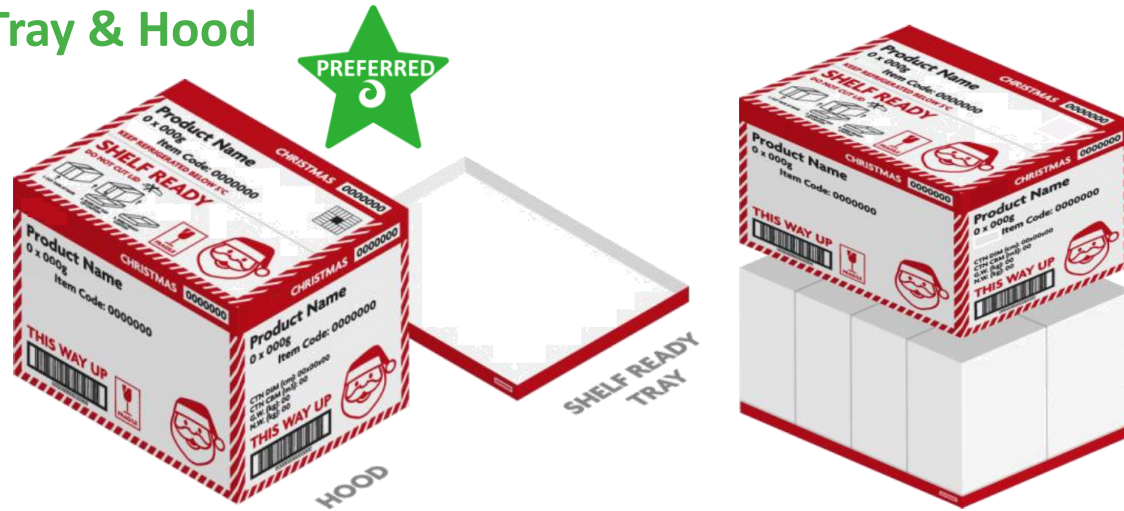
- SRP should be viewed as the norm for product packaging
 - All new products should be presented in SRP formats, and existing products should have plans to migrate to SRP where they are deemed appropriate.
- There are some exceptions and these should be discussed with Buying – for example large and bulky products do not lend themselves to SRP formats. However, considering ways to improve **identification** and **replenishment** for these products is still encouraged.
- Shelf Ready packaging should be constructed with sufficient strength able to survive the end-to-end supply chain – from source to shelf
- Packaging should follow the TWG Sustainable Packaging Guidelines that outline preferred materials ([link here](#))



SRP Design - Types

These are examples of common shelf ready packaging types.

Tray & Hood



U-shaped Tray & Hood



Tray & Wrap



Perforated Carton

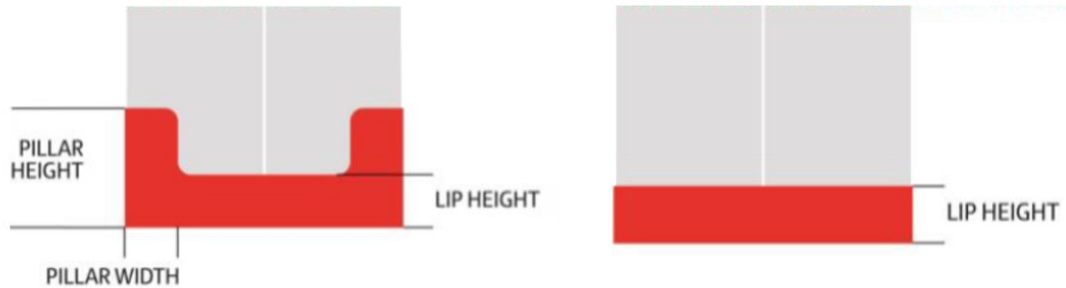


- **Tray & Hood** formats are the easiest for our team members in stores.
- **Perforated Cartons** –these are the hardest format for our teams to open. Special attention should be given to ensuring the perforations are robust enough to withstand travel through the supply chain, whilst being easy enough to open in store



SRP Design - Front Profiles

- Shelf ready trays are intended to complement the product they are displaying.
- The tray and/or pillar height should allow at least 80% of the product to be visible, whilst maintaining sufficient strength to move to the shelf
- Consideration should be given to these dimensions when designing the tray



- General principles:-
 - Consistent across the shelf or product category
 - Supports the product during replenishment
 - Does not obscure primary packaging artwork
 - Easy to shop



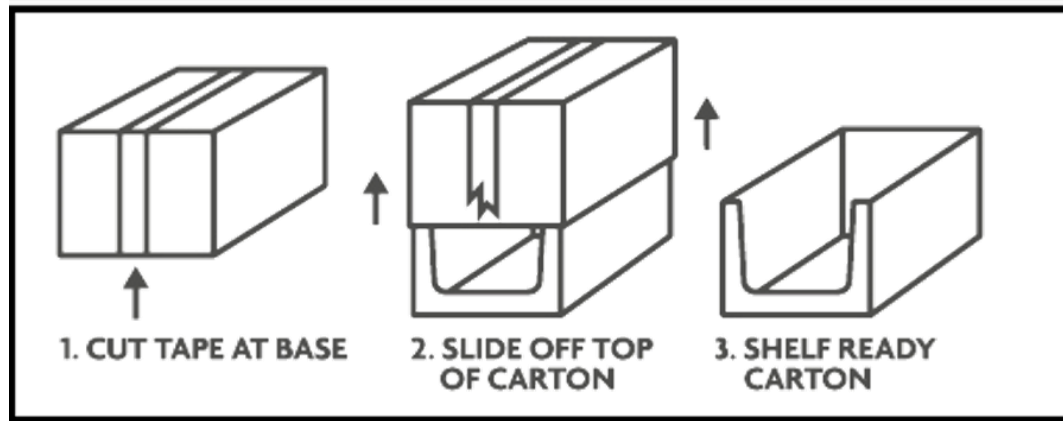
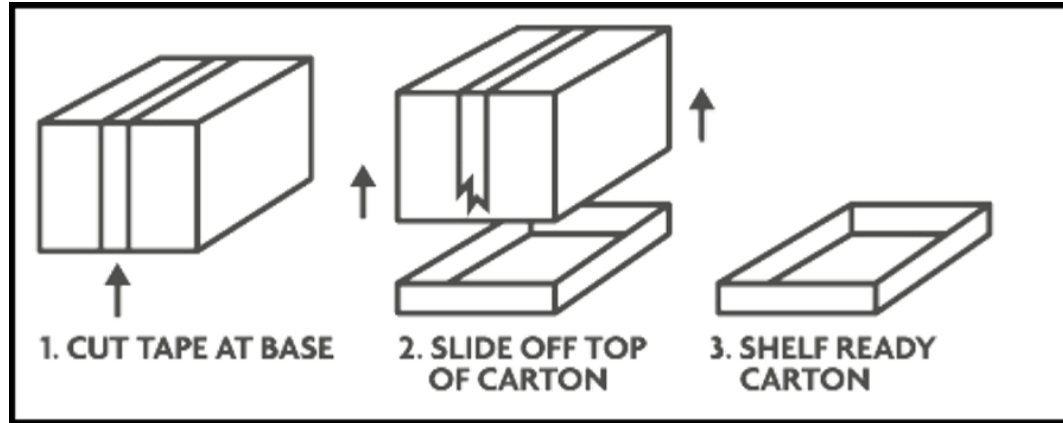
The tray should be able to be handled onto a shelf without buckling. The examples above show shelf ready trays that have buckled – they do not prevent the product from moving before the tray can be placed onto a shelf.



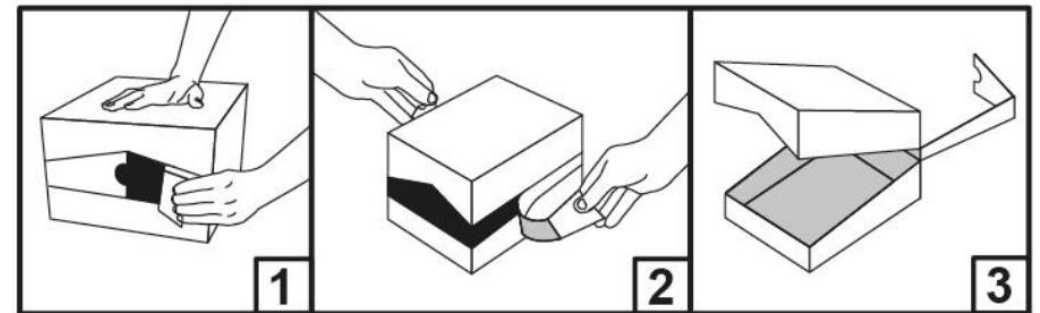
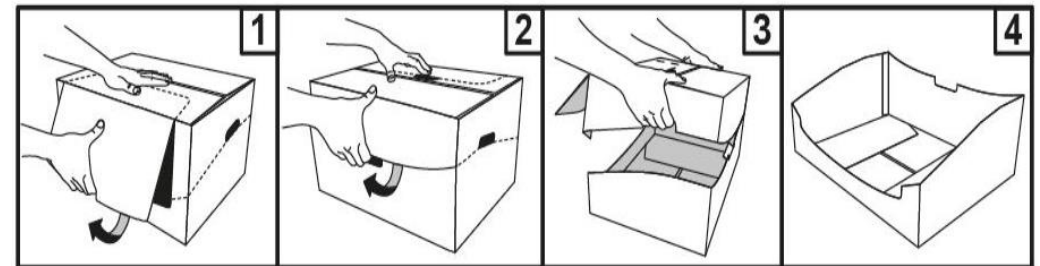
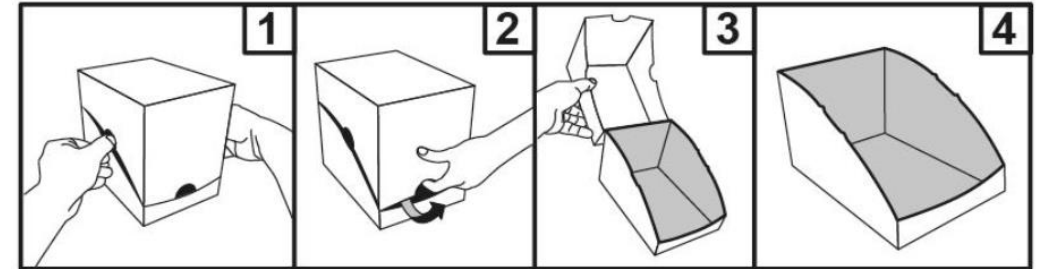
SRP Design - Opening Instructions

Simple and clear illustrations can help provide efficient and correct opening of shelf ready packaging. These should be printed on the top of the carton. Some examples of opening instructions are shown below.

Tray & Hood



Perforated carton



Materials

TWG is committed to operating in a sustainable manner – we have a clear programme to reduce the amount of landfill produced, and to increase the volume of recycling we can achieve. When considering materials to use for Shelf Ready packaging, ensure we are helping to reduce environmental impact by following this criteria:-

- Where possible, all materials used in packaging should be recyclable
- Prioritise packaging materials that can be recycled in New Zealand
 - Wood Fibre - Paperboard & Paper, Corrugated Cardboard
 - Plastic Type 1 - Polyethylene Terephthalate (PET)
 - Plastic Type 2 - High-Density Polyethylene (HDPE)
- Eliminate least preferred packaging materials
 - Plastic Type 3 - Polyvinyl Chloride (PVC)
 - Plastic Type 4 - Low-Density Polyethylene (LDPE)
 - Plastic Type 5 - Polypropylene (PP)
 - Plastic Type 6 - Polystyrene (PS) and Expanded Polystyrene (EPS).
 - Plastic Type 7 – Other plastic types not classified above.



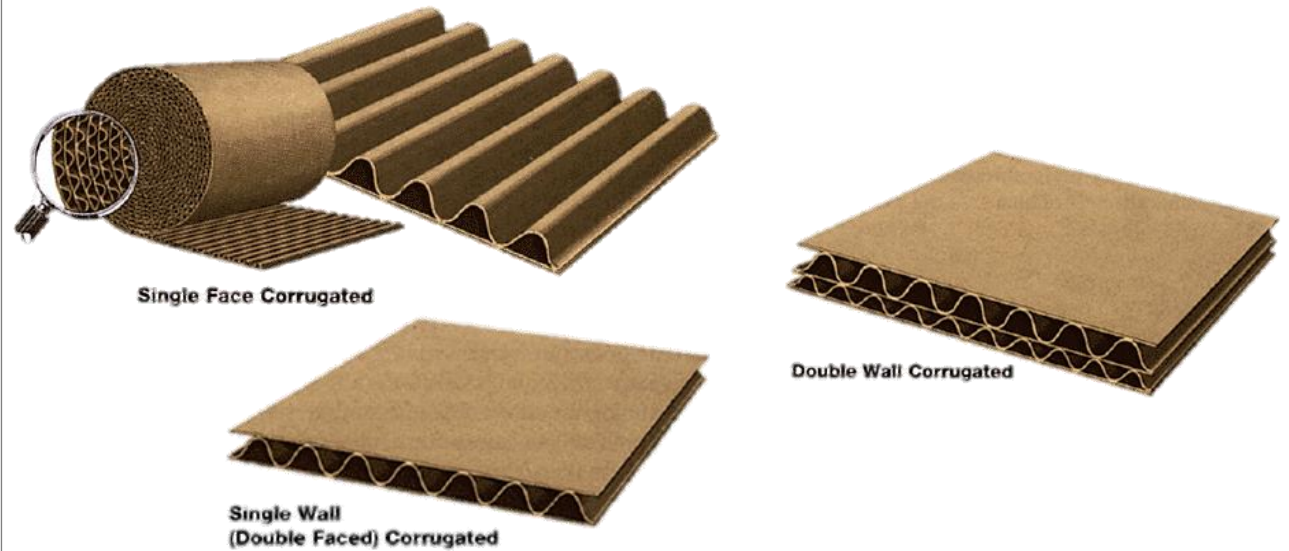
- Further details can be found in the TWG Sustainable Packaging Guidelines ([link](#))



Materials

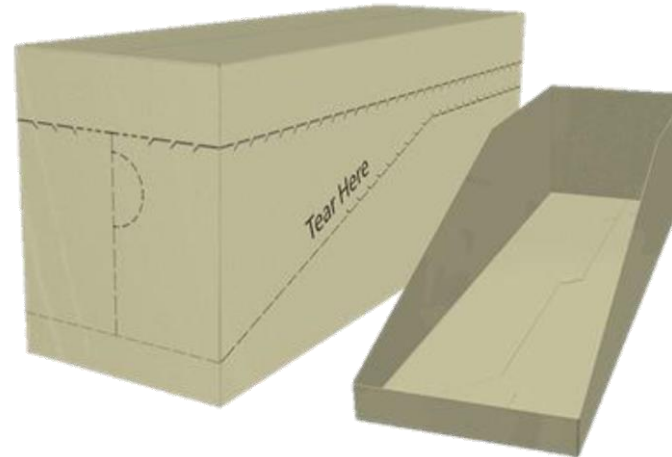
Corrugated Cardboard

- This can also be referred to as cardboard, but is the most common material for SRPs.
- It is critical to ensure an appropriately strong and robust board grade is selected and used.
- Does the board grade prevent cartons from bowing/warping under their own weight
- Different thicknesses are used to suit the product however triple walled cases should not be used for SRP.
- In general, a corrugated tray is strongest when the grain runs parallel to the carton's longest side.



Carton Board

- Carton board can also be used for SRPs.
- It is usually easier to rip perforations in store and is most suited for lightweight products, product with substantial primary packaging strength, and SRPs which transit in outer cases.



Materials

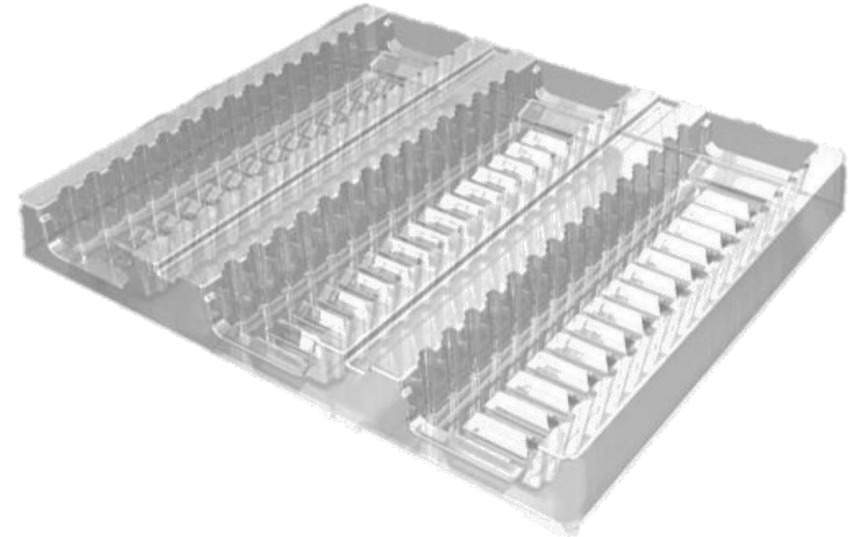
Tray & Shrink

- Shrink-wrap should be transparent to give instant product recognition. It should be PE based where possible.
- This format often requires separate labels to carry product information (item code, barcodes, etc.).
- The strength of an over wrap is important so that a shelf ready tray can maintain its integrity through the entire supply chain without loss or damage to the product units within.



Plastic

- Plastic shelf-read trays should be made from rPET or APET.
- Products in plastic are normally packed in a standard outer case.



Shelf Dimensions

A variety of shelving equipment has been used in TWG stores over time, and as such there is a mixture of shelving types and sizes in stores. The more important packaging dimension is the shelf depth (given the shelf widths can cope with small to large packaging sizes).

Fixture Type	The Warehouse (pre 2021)	The Warehouse (2021 onwards)	Warehouse Stationery
Standard (big box) Racking	900mm deep x 2700mm wide 425mm deep x 2700mm wide	900mm deep x 2400mm wide	900mm deep x 2400mm wide
Gondola Racking	370mm deep x 1200mm wide	370mm deep x 1200mm wide	370mm deep x 900mm wide
Grocery Gondola Racking	370mm deep x 1200mm wide	470mm deep x 1200mm wide	N/A

Recommendation

- Packaging dimensions will be dependant on the product, however:-
 - In Warehouse stores the majority of product will be on standard racking - suggest basing packaging depths on 370mm – this will ensure products fit on all shelf types



SRP Development Checklist

The SRP Checklist aims to ensure that relevant requirements are considered:-

- Is the Retail Ready Packaging a type accepted by The Warehouse?
- Has the packaging met The Warehouse Retail Ready Packaging Specifications? (easy to Identify, Open, Replenish, Shop, Dispose)
- Are the materials being used considerate to the environment ?
- Opening instructions simple and clear
- Fit for purpose – does not buckle when handled
- Easily transferable to shelf – in one step
- For trays – lip height does not conceal product inside
- Shopper can remove and replace product easily
- No excess / unwanted packaging



Resources Available

TWL Packaging Guide	https://docs.twg.co.nz/red/pdfs/suppliers/packaging-labelling/twl-packaging-guide-july2020.pdf
TWG Sustainable Packaging Guide	https://docs.twg.co.nz/red/pdfs/suppliers/ethical-sourcing/Sustainable-Packaging-Guidelines-V2-24-07-2020.pdf

