




# Shelf Ready Packaging Industry Guidelines 2017



Fundamental to the successful application of shelf ready packaging industry guidelines identified in this Toolkit is the mutual recognition of the legitimate interests of all relevant parties.

The Toolkit provides the basis for industry standards and should be supplemented by trading partner discussions and product/category considerations.

Trading Partner Forum 2017

## Trading Partner Forum

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## Endorsements

The Trading Partner Forum (TPF) endorses a national approach to the development of shelf ready packaging (SRP) guidelines.

This fourth edition (previously ECRA Retail Ready Packaging Toolkits) aims to deliver alignment on key issues, providing a consistent approach to SRP within the Australian and New Zealand industries.

SRP has become a requirement to entry and an essential element of leading retailers' strategies.

TPF considers the competitive advantage lies in the implementation and in-store execution of packaging options developed using industry guidelines.

TPF has been pivotal in delivering aligned positioning across major retail organisations, which in itself will not mitigate costs and complexity but should assist suppliers in migrating products to SRP formats whilst avoiding costly duplication of effort.

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## SECTION 1: INTRODUCTION

The Australian fast moving consumer goods (FMCG) industry has debated the merits of retail ready packaging (RRP) for over a decade - RRP being a general term used for mechanisms to merchandise product on shelf, on display, on retail store floor on its own base, or at aisle end.

In particular, the retail trade have reinvigorated the introduction of shelf ready packaging (SRP) formats within their respective businesses during this time. Both major retailers, Coles and Woolworths refer to SRP being the term used for transit packaging which can be used to display products on a shelf without removing the product from the container.

Much of the debate has centred on the cost of implementing SRP formats sitting with the supplier, whilst the immediate in-store benefit of increased speed of replenishment sits with the retailer. As an industry we need to consider the broader benefits and understand how we can maximise the advantages such as:

- improved operational efficiencies at store level
- faster stocking of shelves
- improved code rotation
- ease of product identification.

Having common, agreed guidelines and design principles which are then used by the whole industry is essential to efficient broad scale implementation. In a market Australia's and New Zealand's size, it makes no sense to have SKU proliferation as a direct result of minor packaging differences between competing retail organisations. TPF has worked with leading retail organisations to deliver a more streamlined toolkit that goes some way to addressing this issue.

Through the efforts of the TPF, the supplier community should expect the retail trade to commit to using the SRP Industry Guidelines; educating their category managers/buyers; working to maintain standards alignment; and most importantly excellent in-store execution.

## Guiding Principles

- Always of Value to the Shopper, Retailer and Manufacturer
- Compliance with Environmental Legislation and Public Policy Concerns
- Avoid Fragmentation and Complexity
- Maintain Brand Identity
- Measure Implementation
- Requirement of Long-term Commitment from Retailers and Manufacturers
- Compliance with total Supply Chain Efficiency Principles

Source:  
*Shelf Ready Packaging (RRP) Addressing the Challenge: a comprehensive guide for collaborative approach, 2006.* <http://www.ecr-all.org>

## SECTION 2: SHELF READY PACKAGING OPTIONS

### The Five Easy's

The 'Five Easy's' underpin the implementation of all forms of SRP and provide trading partners a framework for open dialogue required in order to avoid prescribed solutions and/or technical specifications, and assist in developing solutions for products and categories on a case-by-case basis.

#### Functional Requirement

- ➔ Easy to Identify
- ➔ Easy to Open
- ➔ Easy to Shelf
- ➔ Easy to Shop
- ➔ Easy to Dispose

### Easy to Identify

Easy identification assists the choice of the correct product and rotation of stock through the supply chain with particular emphasis on the distribution centre, back of store and shelf replenishment processes.

Packaging should clearly communicate what is inside and assist store personnel identify product in crowded and congested back rooms. This communication should be visible on more than one side to maximise sight lines and identification.

Barcodes should comply with GS1 Standards and be visible and scannable. Packaging should be easily identified as retail ready.



### Easy to Open

The packaging should facilitate easier and quicker replenishment processes. It should allow for easy opening in one or two steps preferably without the aid of tools such as knives.

The opening process should be intuitive: store personnel should be able to see how to open, how to use and how to dispose.



## Easy to Shelf

SRP should enable quicker, faster and simpler replenishment processes than decanting individual product. Without this requirement being met, the solution is not fit for the purpose.

The packaging must be strong enough to maintain the integrity of the consumer units through the supply chain.



## Easy to Shop

The SRP should not create any barriers to purchase. The shopper should be able to easily select and return the product if they choose. The SRP should allow the shopper to easily identify the brand, product and variant whilst not hindering their ability to self-select.

Colours and on pack messages should assist shoppers in fast identification and product selection.



## Easy to Dispose

Packaging materials chosen should be recyclable or re-usable and appropriate logos should be displayed on the base panel. For products with multiple packaging type materials should be easily separated for recycling. Packaging should be easy to stack and remove from store aisles.



## Bringing the Options and Five Easy's together

SRP options must address the perspective of the total (end-to-end) supply chain and each of the key participants within it. Product which has migrated to SRP and meets the supply chain criteria but is not easy for the consumer to shop is not an effective solution. Conversely a solution that is not robust enough to maintain its form throughout the transport and distribution process is also not effective.

Packaging solutions must be developed to meet the characteristics of the product, the supply chain, and shopper needs. The functional guidelines should be applied to all forms of SRP and the following table provides some basic information and considerations.

EASY TO	SHELF READY PACKAGING
Identify	<ul style="list-style-type: none"> <li>Clearly printed brand, product and variant on at least 4 sides.</li> <li>Product text as large as practical.</li> <li>Best before dates clear and legible.</li> <li>Packaging should assist shopper selection and the product should be oriented towards the shopper.</li> <li>Appropriate GS1 specifications are met, such as barcodes printed in 2 adjacent sides of carton, parallel facings are acceptable.</li> <li>For Tray &amp; Shrink - Ensure that the individual retail barcodes are not visible and scannable at the distribution or back of store scanning environments. Also ensure that the seams or seals of the shrink wrap do not obscure the barcodes to prevent possible scanning difficulties.</li> <li>For Tray &amp; Hood - Ensure that the perforations of the package do not run through the barcodes to prevent any possible scanning difficulties. No folding panels should obscure the barcodes in any way when fully formed.</li> </ul>
Open	<ul style="list-style-type: none"> <li>Pictorial opening instructions are preferred</li> <li>Perforations not impeded by tape, glue etc., and should leave neat edges.</li> <li>Reliable clean cut opening with no tears</li> <li>Easy to open, intuitive opening that includes: <ul style="list-style-type: none"> <li>Location of opening point, such as finger holes for perforations</li> <li>Simple one person operation</li> <li>As few steps as practical</li> <li>Use of tools avoided</li> </ul> </li> </ul>
Shelf	<ul style="list-style-type: none"> <li>Packaging weight and design fit for purpose and strong enough to move product without collapsing</li> <li>Enable correct stocking disciplines, with newer stock located at the rear.</li> <li>Shelf component easy to remove post shop.</li> <li>Number of product facings suitable for product turnover</li> <li>Option of having multiple facings should be considered e.g. 3x2 or 2x3.</li> <li>Case sizes take into account the rate of sale, number of facings and cube height</li> <li>Units are stackable, supporting vertical blocking of products and brands</li> <li>Consider weight e.g. total product weight meets health and safety limits. Replenishment occurs in one movement</li> <li>Assess the SRP in relation to the shelf space</li> <li>Assess for rotation and replenishment practices</li> <li>Assess against rate of sale.</li> </ul>
Shop	<ul style="list-style-type: none"> <li>Shelf component should not cover vital shopper information, product description and unit of measure clearly visible.</li> <li>Packaging should provide no barriers to removal/replacement of the product and it should improve 'shop-ability'</li> <li>Product remains stable and visible</li> <li>Shopper facing portion should not include information not intended for the shopper e.g. barcode.</li> <li>Tray lips should be as small as practical.</li> <li>Colour and branding to maximise the product impact and enhance the overall product image</li> <li>The design is appropriate for the category image</li> <li>The packaging looks appropriate when half full</li> </ul>

## Dispose

- Empty SRP can be quickly removed, packed for return or disposal.
- Mixed materials easily separated.
- Consider the amount of primary packaging it may be able to be reduced for SRP options
- Materials are suitable for recycling
- The need to develop smaller case sizes needs to be balanced against increases in the amount of packaging used.

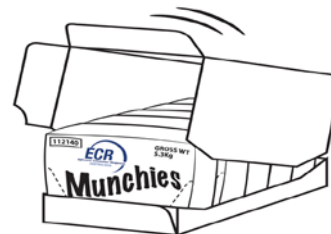
## Examples of Types of Shelf Ready Packaging



*Example: Tray and hood*



*Example: Tray and shrink*



*Example: Machine erect wrap around*



*Example: Regular slotted carton*

## SECTION 3: CARTON CONFIGURATION and DESIGN

One of the most difficult elements moving to SRP formats is determining the carton configuration and design. Focus should be placed on developing a carton configuration and design that will assist in delivering improved shelf availability.

Differing shelf dimensions across the retail trade/within individual retail stores, sales volumes variation by store and with store type, and in-store replenishment requirements all generate complexity when designing packaging options.

The suppliers' preference is to provide a solution that meets the majority of these requirements across **all** trading partner businesses, limiting the necessity of managing multiple SKU's of the same consumer product.

Pack configurations should be developed to reflect a product's rate of sale, support the shelf life criteria, maximise layout considerations, assist replenishment practices and drive the ability to maintain availability in store. Often this is referred to as 'one touch'. Designing processes from the shelf back has replaced the previous methodology of designing for pure supply chain efficiency.

There is no 'magic formula' to determine the carton configuration for a SRP unit. Ultimately it is a combination of drivers, informed through an open dialogue with trade partners that will determine the dimensions and number of units for the SRP packaging. The most important drivers are listed below.

### Primary Considerations

#### Sales Volumes

The rate of sale/sales volumes should be mapped against the relevant distribution channels/formats. This will provide indicative information that will assist in determining the most appropriate carton size, reflecting the rate of sale.

#### Store Types / Sizes

Within each retail or channel outlet there will be a range of store types, from full format supermarkets to small format convenience. The key objective is to agree to a pack format that will allow the majority of store types to make use of the SRP.

#### Shelf Dimensions

The depth, height and width of the shelf will play a role in design decisions. The key objective is to agree a dimension that will allow for the majority of store planograms to make use of 'best-fit'.

Shelf depths vary from store to store and from retailer to retailer. Retail shelf depths are detailed in Section 5 of this document and are intended as a guide, there will be exceptions and dialogue between trading partners is essential to determine appropriate dimensions for design purposes. A critical consideration is to ensure product packaging does not protrude over the shelf edge.

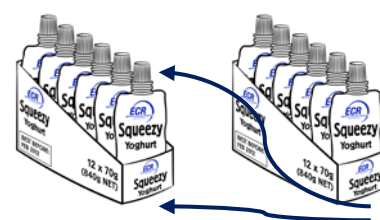
## Cartons per Shelf

The best-in-class goal is to achieve a shelf capacity accommodating **two cartons** per SKU. Having two cartons per shelf will assist replenishment practices. Consider appropriate display options based on the product and its ability to have cartons placed deep, stacked or adjacent. The operational preference is for two cartons deep, followed by two cartons stacked, followed by two cartons adjacent.

Whilst it is seen as a best practice option that provides ease of in-store replenishment, drives to 'one touch' and aligns rate of sale there may be more suitable solutions for the product.

Solutions should be agreed with the appropriate buying/category teams prior to implementation.

*Deep or adjacent*



*Stackable*



## Other Considerations

### Replenishment

Replenishment will be greatly influenced by the in-store processes and procedures adopted by each retailer organisations in individual stores. It is essential to review replenishment practices prior to determining the best carton configuration and design. Key stakeholders should replenish the shelf to develop a clear understanding of the process, limitations, and capability required.

Store efficiency and on-shelf availability are both enhanced by making product identification easy. Being able to easily identify the product on store capping or in the back room requires clear identification. Store personnel should be able to easily identify the product in crowded back room from up to 3 meters distance. (Refer to Carton Identification Guidelines, 2012)

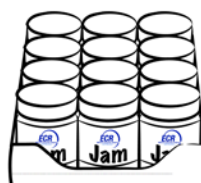
### Flexible Facings

Some products lend themselves to flexible merchandising options such a case rotation (short / long side leading). If possible this should be considered as it will provide flexibility that may assist in maximising the use of SRP in a range of store formats.

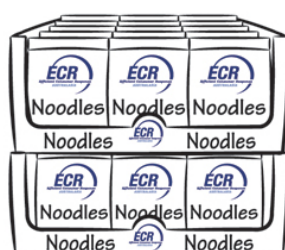
*Example: Long leading  
4X3*



*Example: Short Leading  
3X4*



*Example: Stackable RRP*



*Example: Two consumer units.*



## Sustainable Considerations

There are four key principles that need to be considered as part of the carton configuration and design of packaging options when seeking to deliver on sustainability goals.

Principles	Potential strategies
<b>Fit for purpose:</b> Packaging should be designed to meet market and consumer needs minimising net impact in a cost effective way.	<ul style="list-style-type: none"> <li>• Meet technical performance requirements</li> <li>• Minimise supply chain costs</li> <li>• Meet consumer needs and expectations, including for accessibility</li> </ul>
<b>Resource efficiency:</b> Packaging should be designed to minimise the use of materials and other resources without compromising product quality and safety.	<ul style="list-style-type: none"> <li>• Minimise materials</li> <li>• Use recycled materials</li> <li>• Minimise transport impacts</li> <li>• Maximise water and energy efficiency</li> </ul>
<b>Low impact materials:</b> Packaging should be designed to minimise the environmental and social impact of materials and components. Materials should be selected on science and incorporate a whole-of-lifecycle approach.	<ul style="list-style-type: none"> <li>• Minimise risks associated with potentially toxic and hazardous materials</li> <li>• Use renewable or recyclable materials</li> <li>• Use materials from responsible suppliers</li> </ul>

<b>Resource recovery:</b> Packaging should be designed to maximise its potential for recovery and recycling at end-of-life and to minimise the environmental and social impacts of its disposal.	<ul style="list-style-type: none"> <li>• Design for reuse where appropriate</li> <li>• Design for recovery</li> <li>• Design for litter reduction</li> <li>• Inform consumers about appropriate disposal</li> </ul>
<b>Supply chain practices:</b> Packaging should be designed to meet the rigours of the supply chain, manual and automated	<ul style="list-style-type: none"> <li>• Cartons pass the drop test for automated handling – perforations are key.</li> <li>• Transit trials are conducted throughout the entire supply chain</li> <li>• Transit vehicle fills are maximised</li> <li>• Case enables high pallet stacking strength and stability</li> <li>• Pallet footprint / stacking height is well utilised</li> </ul>

## Category

SRP should be viewed as the normal mechanism for product packaging. Retailers have requested that all new products should be presented in SRP formats and existing products should have robust time sensitive plans determined for migration.

There are some exceptions and these should be discussed with category managers/buyers. For example large and bulky goods do not lend themselves to SRP formats. However, considering ways to improve identification and replenishment for these products is still encouraged.

Products sourced from off-shore in existing SRP formats should be considered for local markets and the retail trade challenged on their ability to use these product so as to avoid expensive re-work.

## GS1 Barcodes




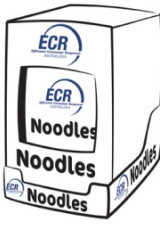



The Australian and New Zealand Grocery Industry has defined the requirements for the barcode symbol marking of non-retail trade items, often referred to as trade units, shippers or inners. Below is an extract of what this guideline covers.




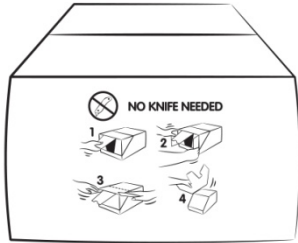

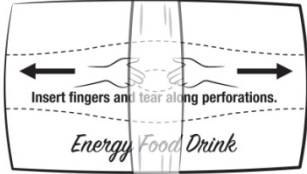
<b>Shelf Ready Packaging barcode specifications</b> These specifications should be applied to all possible SRP solutions Please also refer to the Retailer specific barcode guidelines	
<b>Number and placement of barcode symbols for carton and cases</b>	<ul style="list-style-type: none"> <li>• Barcodes on 2 sides highly recommended for brown board. Trading Partner requirements may dictate 4 sides</li> <li>• Barcodes on 2 sides for print and apply labels</li> <li>• Barcodes on 2 adjacent sides for white lined board</li> <li>• Barcodes should be located 32mm from the lower edge of the vertical bars from the base of the carton and no</li> </ul>




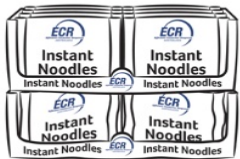

	<p>closer than 19mm from any vertical edge, as long as not impeded by seams / seals or perforations</p> <ul style="list-style-type: none"> <li>• Barcode magnification for EAN-13 barcodes is 150 to 200%</li> <li>• Barcode height for EAN-13 barcodes is proportional to magnification</li> <li>• Magnification for ITF-14 barcodes is 80 to 100% for corrugate</li> <li>• Magnification for ITF-14 and GS1-128 barcodes is 50 to 100% for non-corrugate</li> <li>• Magnification @25 to 100% for GS1-128 on non-corrugate</li> <li>• Barcode height can be 13 mm minimum for temperature controlled product</li> <li>• Magnification @25 to 100% for GS1-128 on non-corrugate and temperature controlled product and height must be 13mm minimum</li> <li>• Barcode light margin areas must be within GS1 standards and determined by barcode type and size</li> <li>• The most reliable colour combination is black or dark coloured bars</li> <li>• Barcodes must be clearly visible and not partially hidden</li> <li>• Barcodes must not be over any perforations. For a Tray &amp; Hood SRP it is recommended that the barcode is located above the perforations</li> <li>• All seams and seals of shrink wrap must be kept clear of barcodes</li> <li>• Individual retail barcodes must not be visible and scan-able</li> <li>• Ink jet barcodes are not acceptable</li> </ul>
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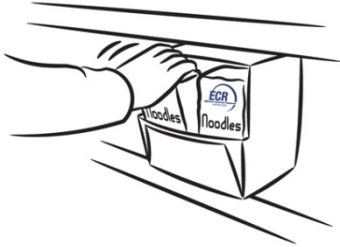






## SECTION 4: EXAMPLES OF PACKAGING OPTIONS

The following examples of SRP options that have been very effective and some that have not been effective at all.

	Good	Bad
<p><b>Identify</b></p> 	<p><i>Example: Identification clear and concise- brand, variant and size.</i></p>  <p><i>Example: Consumer unit information clearly visible.</i></p>  <p><i>Example: Consumer unit is visible through the outer packaging.</i></p>  <p><i>Example: Easy to identify throughout the supply chain.</i></p> 	<p><i>Example: Difficult to identify, hand writing over lip, additional code information present.</i></p>  <p><i>Example: Consumer unit information masked by front lip.</i></p> 

	Good	Bad
<p>Open</p> 	<p>Example: Opening location easy to identify, intuitive.</p>  <p>Example: Clear instructions and perforations tear cleanly.</p> 	<p>Example: Too many instructions - difficult to understand.</p>  <p>Example: Perforations leave untidy edge.</p>  <p>Example: Opening location is covered by tape.</p> 

	Good	Bad
<p>Shelf</p> 	<p>Example: Movement to shelf easy and safe.</p> 	<p>Example: Movement to shelf difficult and unstable.</p>  <p>Example: Product not displayed at its best on shelf either damaged by weight of second unit or perforations unsightly.</p>  

	Good	Bad
<p>Shop</p> 	<p>Example: Easy to remove and replace the consumer unit.</p> 	<p>Example: Difficult to remove and replace the consumer unit, shelf above inhibits.</p> 
	<p>Example: Easy to remove and replace the consumer unit</p> 	<p>Example: Difficult to remove and replace the consumer unit, side flanges inhibit.</p> 
	<p>Example: Easy to remove and replace the consumer unit</p> 	<p>Example: Difficult to remove and replace the consumer unit</p> 
	<p>Example: Shopper can easily identify product, front panel facing upright.</p> 	<p>Example: Side panel visible, difficult for shopper to identify.</p> 

## Good

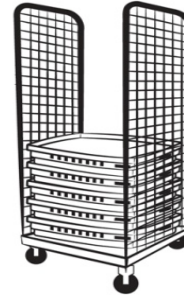
### Dispose



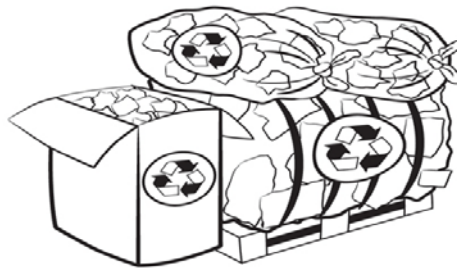
*Example: Cartons broken down and easily stacked.*



*Example: Plastic crates nest and stack for return.*



*Example: Materials separated easily for recycling.*



## SECTION 5: RETAIL SPECIFICS



Commitment	Shelf Ready packaging (SRP) allows better filling at store level, driving improved product availability thereby improving sales. It is in all our interests to ensure that SFP is developed on all new and existing products.
Nominal Shelf Dimension	Nominal shelf depth - 505mm
Shelf Replenishment (cases)	<p>SFP aligns closely with the optimal product count in the carton. Work with Category Manager (Buyer) to ensure the number of units available in a SFP carton aligns closely to its rate of sale, thereby optimising days of supply and reducing waste issues such as out of codes and rework damage in store.</p> <p>Work with the Category Manager (Buyer) and Space planning team to determine the appropriate carton unit count when developing SFP.</p> <p>To meet Coles replenishment practices two SFP cases should fit on each shelf, referred to as one touch.</p>
Prioritisation	Coles SFP priorities are to rapidly increase the number of products available in SRP across all categories and to improve existing SRP quality.
Implementation	SFP conversion is managed by category via the Category Manager (Buyer). Processes and examples are available in Coles Shelf Friendly Guidelines (see below) and the ECRA Retail Ready Packaging Toolkit.
Approval Process	<p>The Coles Category Manager (Buyer) approves SFP. The approval process can be viewed in the Shelf Friendly Packaging Guide which can be found at:</p> <p><a href="http://supplier.coles.com.au/range/shelf-friendly-packaging.aspx">http://supplier.coles.com.au/range/shelf-friendly-packaging.aspx</a></p>
In-store	All acceptable SFP is planned on layouts to the maximum degree possible. Store execution is managed through training and shelf edge ticket identification. Surveys are conducted regularly to assess SFP quality and its penetration by category. SFP execution is a key objective for Coles. Suppliers can assist by closely following SFP instructions on layouts.
Retail Guidelines	<p>Shelf Friendly Packaging Guidelines</p> <p>The guidelines are the first step and suppliers are welcome to feedback or contribute to their further development. Access the guidelines at:</p> <p><a href="http://www.supplier.coles.com.au/businessTransformation/default.asp">http://www.supplier.coles.com.au/businessTransformation/default.asp</a></p>

<b>Commitment</b>	<p>Foodstuffs is committed to supporting optimal Shelf Ready Packaging practices in order to realise savings resulting from a more efficient supply chain via its own network and that of its suppliers'. This extends to store operational practices, including ensuring the configuration of all deliveries are optimised for handling, put-away and finally display on the retail shelf.</p> <p>These savings will be passed on resulting in lower costs for its members and retail consumers. As such, it is in the member's interests to support SRP that reduces cost of goods to shelf, thereby passing on those savings to their customers.</p> <p>Foodstuffs will work closely with local and international suppliers to help them develop SRP that fits all Banners within the Foodstuffs group.</p> <p>Foodstuffs will work with suppliers within the relevant banners to:</p> <ul style="list-style-type: none"> <li>• help identify, prototype, and trial any SRP changes;</li> <li>• ensure that product ranges, pack sizes and replenishment operations result in optimal store delivery practices</li> </ul>
<b>Nominal Shelf Dimension</b>	<p>Guidance on shelf depths below:</p> <ul style="list-style-type: none"> <li>• <b>New World</b> – main grocery arena: Length 91.5cm, Height 180cm, Depth 45cm. Heavier (weight) or volumetric categories (such as beverage): Length 88.8cm, Height 180cm, Depth 60cm/80cm</li> <li>• <b>PAK'nSAVE</b> – Length 180cm, Height 21.5cm, Depth 50cm</li> <li>• <b>Four Square</b> – As New World specifications, but some shelving may be bespoke</li> </ul>
<b>Shelf Replenishment</b>	<p>This varies according to product movement, packaging dimensions, etc. by banner. Guidelines below:</p> <ul style="list-style-type: none"> <li>• <b>PAK'nSAVE</b> - dependant on rate of sale. Will likely always be a minimum of one case at general shelf level. Also quarter / half / full pallets could be applicable in promotional areas. There is scope to develop specific SRP in this space</li> <li>• <b>New World</b> - predominantly hand stacked product due to single or double facings in most instances. Single sleeve or minimal facing SRP where possible</li> <li>• <b>Four Square</b> - as per New World, but may vary depending on category</li> </ul>
<b>Prioritisation</b>	Private Label products will be a key focus of SRP discussions as presented and where feasible
<b>Implementation</b>	As agreed upon as part of business review processes
<b>Approval Process</b>	Through Category Managers, Foodstuffs Own Brand Ltd., Supply Chain, and Quality Assurance Managers
<b>In-store</b>	The ease of SRP use and identification training provided by Suppliers during launch key and non-negotiable to the in-store implementation and management
<b>Retail Guidelines</b>	<p>Foodstuffs North Island and Foodstuffs South Island support:</p> <p>Trading Partner Forum Shelf Ready Packaging Guidelines 2017</p> <p><a href="http://www.tradingpartnerforum.com.au">www.tradingpartnerforum.com.au</a></p>



<b>Commitment</b>	Metcash has played an integral part in the establishment of the industry guidelines for RRP, and is committed to supporting the development and use of retail ready packaging.
<b>Nominal Shelf Dimension</b>	Nominal shelf depth - 455mm
<b>Shelf Replenishment</b>	Case plus 2 (order multiple)
<b>Prioritisation</b>	RRP solutions will not be actively pursued. If RRP solutions are presented for implementation and are mutually beneficial they will be used.
<b>Implementation</b>	Metcash Trading being a representative to over 4,500 independent retailers is cognisant of the varied store formats that it represents together with the maximum suitable facings within a particular category. We support the industry guideline set out within this toolkit when deciding on the acceptance of a product in SFP.
<b>Approval Process</b>	Whilst no formal process is adopted in Metcash, all Retail ready packaging is to be presented and discussed with each respective National buyer.
<b>In-store</b>	All products in shelf ready packaging are outlined on each category layout. It is advisable for all Suppliers to liaise with each independent retailer on the use of shelf ready packaging within their store.
<b>Retail Guidelines</b>	Metcash Trading supports these guidelines. Further information can be found at <a href="http://www.tradingpartnerforum.com.au/">http://www.tradingpartnerforum.com.au/</a>

Commitment	<p>SFP is an important tool in providing in-store replenishment efficiencies which culminate in increased product availability to customers. They provide an opportunity to reinforce a brands image on the shelves and assist in maintaining shelf position.</p> <p>SFP will only be implemented where:</p> <ul style="list-style-type: none"> <li>➤ The SFP meets Woolworths Logistics specification,</li> <li>➤ The SFP solution is intuitively more efficient by design, i.e. Easy to ID, Open, Replenish and Dispose/Recycle,</li> <li>➤ The SFP is easy to shop, providing customer value through enhanced product recognition and availability,</li> <li>➤ The SFP can be accommodated via store planograms,</li> <li>➤ The fixture and the nature of the product is conducive to SFP use.</li> </ul>
Nominal Shelf Dimension	<p>Nominal shelf depth - 460mm</p> <p>Shelf dimensions can be obtained from <a href="http://www.wowlink.com.au">www.wowlink.com.au</a> Go to Topic Centre, Buying and Marketing, Category Development Schedule and download APOLLO DIMENSIONS LISTING.</p>
Shelf Replenishment (cases)	<p>Case size and configuration needs to be agreed upon with the Business Team prior to the commencement of SFP development.</p> <p>Woolworths require that product meets the 'Case plus MPL' criteria. The preference is for trays to be designed that are half as deep as the shelf. This would allow two trays to be on shelf at any time.</p>
Prioritisation	<p>SFP development will be driven by a prioritised category approach where:</p> <ul style="list-style-type: none"> <li>• High Priority - SFP solutions will be actively sought across the entire category e.g. high volume fast moving.</li> <li>• Medium Priority - Products will be reviewed with respect to SFP opportunities and groups of products within categories will be targeted where appropriate in order to exploit the benefits of SFP.</li> <li>• Low Priority – SFP solutions will not be actively pursued. If SFP solutions are presented for implementation and are mutually beneficial they will be used.</li> </ul> <p>Refer the Woolworths Packaging and Barcode Specifications for Consumer Units, Trade Units and Logistics Units for further detail.</p>
Implementation	<p>The implementation of new SFP will be executed through the formal Range Review process. However, if SFP is provided outside the Range Review process, it may be considered at the discretion of the business team.</p>

Approval Process	Prototype SFP designs should be submitted to the relevant Business Team for approval.
In-store	Woolworths have adopted a shelf label signifier. The signifier is specific by store, it tells the shelf filler that the product is provided in an acceptable SFP and the packaging is to be used to fill this product in this store. If the product is supplied in SFP but does not fit in a particular store because there are incompatible product facings the signifier will not be present on the shelf label.
Retail Guidelines	Woolworths Packaging and Barcode Specifications for Consumer Units, Trade Units and Logistics Units.  <a href="http://www.wowlink.com.au">www.wowlink.com.au</a> Go to Supply Chain, Packaging and Barcodes.

## SECTION 6: INDUSTRY TOOLS

The following tools have been developed to assist businesses deliver RRP solutions.

### Shelf Ready Packaging Checklist

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

- during development phase
- through dialogue internally and
- in dialogue with between trading partners, and
- during final approval process.

The checklist provides a summary of the key considerations when formulating design changes or developing new packaging solutions. It should be used in consultation with trade partners, packaging providers and internal stakeholders. The toolkit can be modified to meet internal processes and practices.

Download the SRP Checklist [here](#).

### Financial and Sustainability Business Case Tool

A Financial and Sustainability Business Case Tool has been developed by industry participants under the stewardship of ECRA to assist users in capturing and calculating the financial and environmental impacts of different SFP choices.

It is intended to be used internally or in consultation with trading partners to provide an end-to-end value chain view of the impacts. It also provides users support to be able to establish the requisite information so that they will be better able to work from a fact base in discussion with trading partners and deliver the best practical mutual outcomes as a result.

Download the Financial and Sustainability Tool [here](#) and instructions [here](#).

### In-Store Audit Checklist

Following implementation it is recommended that a review of the solution be performed to ensure guidelines are met, metrics achieved and efficiencies attained. The following audit pro-forma can be adopted by trading partners and used in a consultative fashion to ensure long term sustainable solutions are adopted.

Download the In-store Audit Checklists [here](#).



## SECTION 7: ADDITIONAL INFORMATION SOURCES

Coles Group Limited

[www.supplierportal.coles.com.au](http://www.supplierportal.coles.com.au)

Trading Partner Forum

ECRA Retail Ready Packaging Toolkit Edition 1, 2 and 3

Carton Identification Guidelines

Shelf Ready Packaging Checklist

Financial and Sustainability Business Case Tool

In-Store Audit Checklist

[www.tradingpartnerforum.com.au/](http://www.tradingpartnerforum.com.au/)

Foodstuffs

[www.foodstuffs.co.nz](http://www.foodstuffs.co.nz)

GS1 Australia

[www.gs1au.org/resources/technical-documents/](http://www.gs1au.org/resources/technical-documents/)

[www.gs1au.org/](http://www.gs1au.org/)

Metcash Trading Ltd

[www.metcash.com](http://www.metcash.com)

Progressive Enterprises Ltd

[www.progressive.co.nz/](http://www.progressive.co.nz/)

Woolworths Ltd

[www.wowlink.com.au](http://www.wowlink.com.au)

