



Is a returnable
container system
scalable in NZ
grocery retail?



Supporting strong communities.

- Making everyday foods affordable for all
- Supporting local communities
- Educating for healthier choices



Meaningful & safe work for our people.

- Prioritising safety & well-being
- Enabling diverse careers
- Creating a place where everyone can be their best



Protecting our environment.

- Reducing our impact on climate change
- Sending less waste to landfill
- Sourcing responsibly through our supply chain



Our Journey

- Refill + Reuse + Returnable
- Customer Insights
- Myth busting
- Our approach
- Our solution
- Metrics
- How can **you** get involved?
- Q&A



Customer Insights

- Who are our customers?
- What do our customers say?
- What do our customers want?
- What do our customers do?
- How do we choose what to do?
- How do we measure success?





Why are returnable containers important for Foodstuffs?

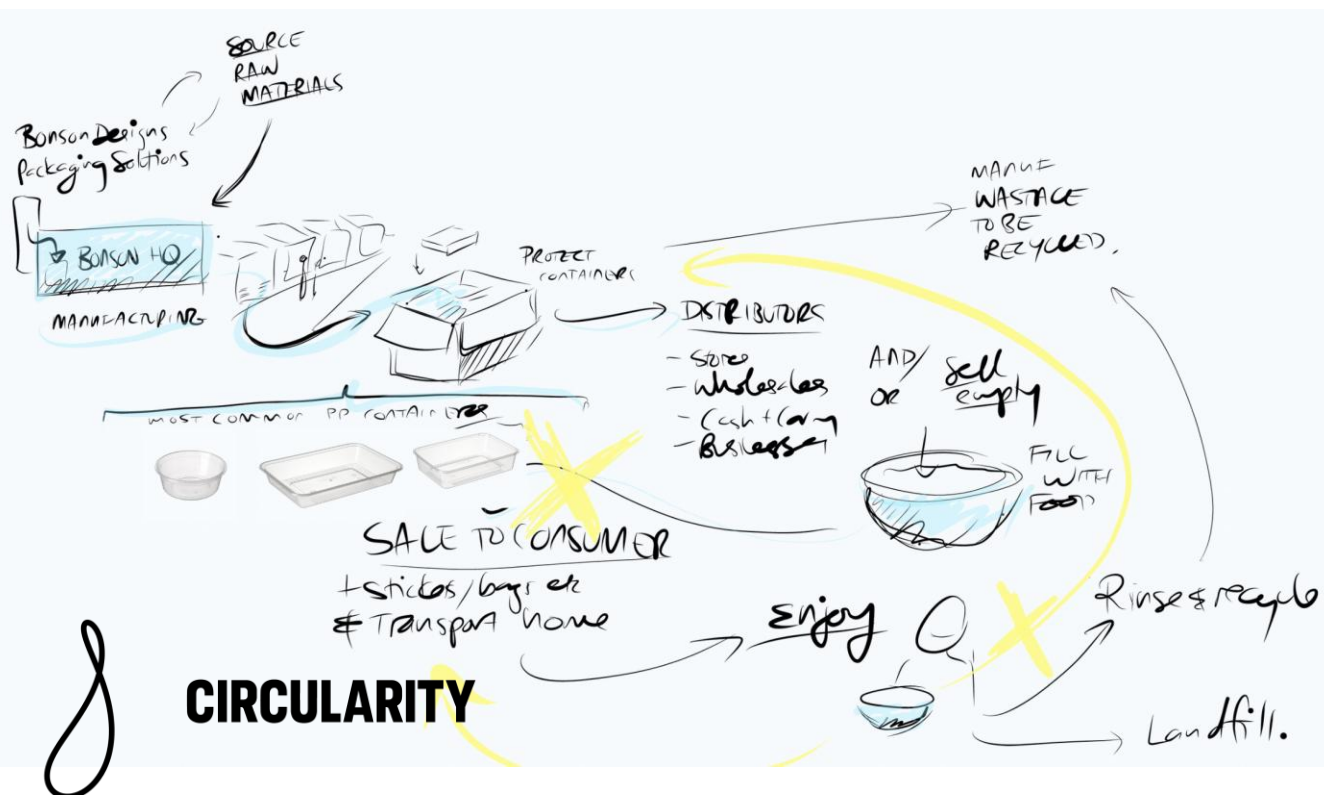
We will ensure that our instore and own brand packaging is more sustainable by supporting reusable solutions, reducing our use of virgin materials, removing excess packaging and choosing packaging that is readily recyclable.

The Challenges We Set Out to Solve Weren't our Real Challenges -

- Finding a partner who had the solution
- Technology / POS Integration
- Hygiene & HSE
- Targeting everybody
- Washing
- Logistics
- The paradox of choice



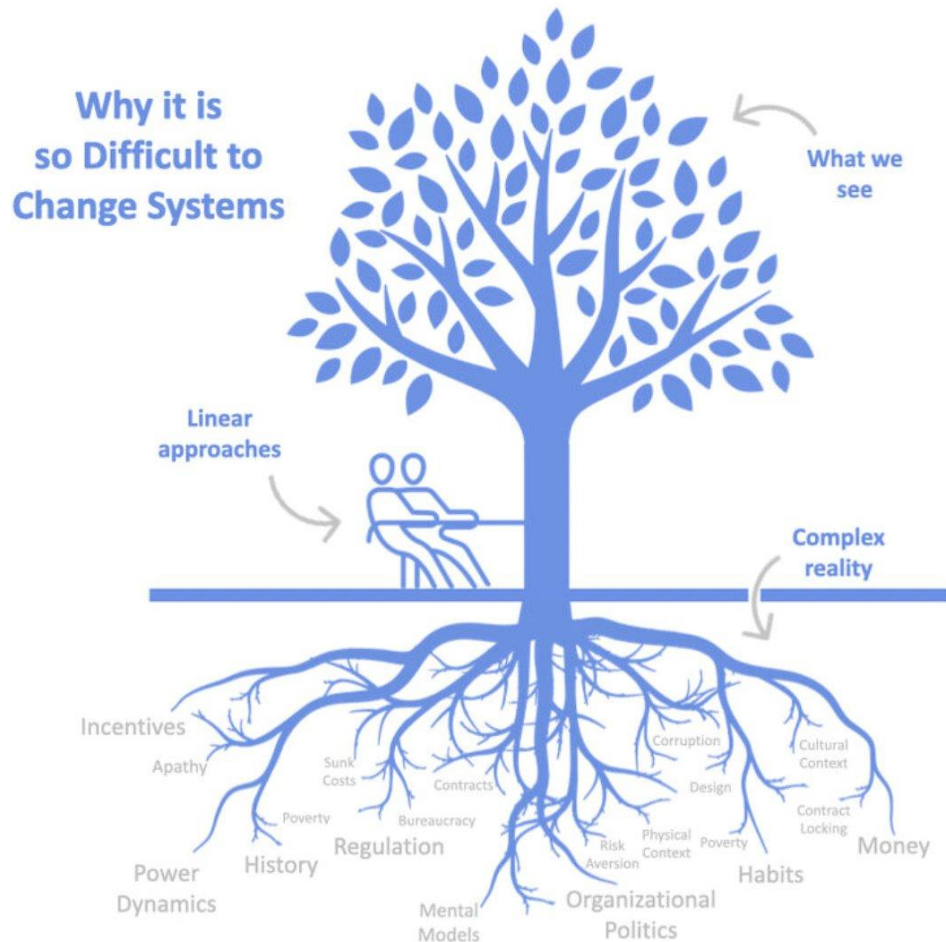
These were our real challenges to overcome -



- Finding a partner willing to collaborate.
- Differentiated and functional container design
- The business model
- Consumer friction and how long the service takes.
- Complexity of message
- Making technology invisible.

And these were all connected in a linear system that made single-use viable, feasible, and even desirable

From problem to solution: A New Model for Circular Collaboration



Circular economy solutions aren't stuck because we lack ideas or innovations. They're stuck because we're collaborating the wrong way.

What does collaborating *differently* look like?

- ✓ A shared system view to identify the problems to solve from all perspectives
- ✓ Co-design: right people, right moment
- ✓ Breaking down the work into sequential and concurrent milestones.
- ✓ A business model that unlocks reciprocity
- ✓ An Iterative, problem-solving mindset.
- ✓ Innovation process that creates prototypes for real -world testing and trials to create shared learning.

Most importantly, building **whanaungatanga** because....

Collaboration moves at the speed of trust.



RePlay™
A returnable system by **bonson**



We aim to design the best in the world, made here for Aotearoa, New Zealand.

A bespoke system designed for our market.

To test, learn, adapt and scale nationwide.

Enjoy everything. Waste nothing.

RePlay brings effortless reusability to your supermarket shop.

Designed for busy lives and everyday routines, RePlay lets you enjoy the food you love from the supermarket deli—without the single-use packaging.

With a quick tap of your card or phone, your fresh deli food is packed in a modern, reusable container—yours to use, free of charge, when returned within four weeks to our RePlay smart bins back near the deli. Simply rinse and return, next time you shop for it to be RePlay'd for the next customer.

No fuss. No guilt.

RePlay makes it easy to do something good—without changing a thing about the way you shop.

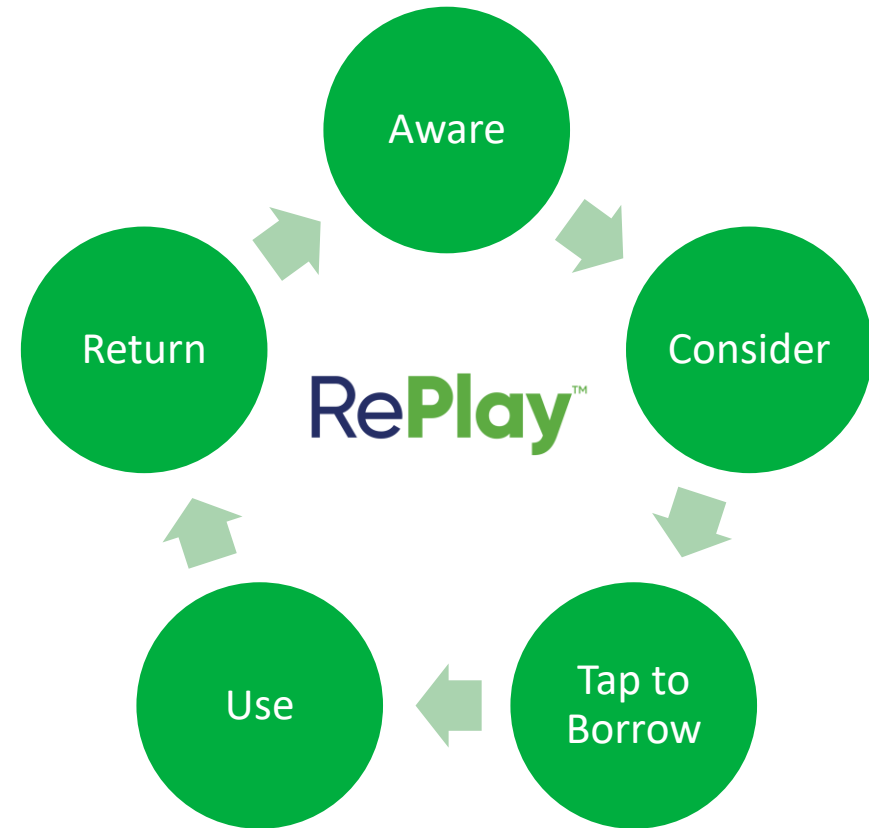


Metrics: Shifting from Proving to Improving

Developing, testing and validating a returnable deli container service for supermarkets so that we can -

- Understand consumer demand
- Understand commercial feasibility
- Validate the environmental impact

And adjust our RePlay System to optimise these learnings across the consumer journey, through a series of phased trials.



Ministry for the
Environment
Manatu Mo Te Taiao



bonson



anew



How can YOU get involved?

Join us and participate in the trials!

Lunch is on us.

Enjoy
Return
Replay





Thank you ,
your thoughts and
questions welcomed.