

ALDI Outer Carton Strategy

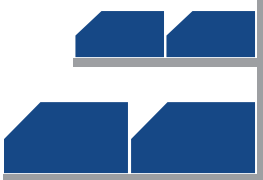
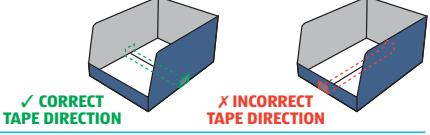
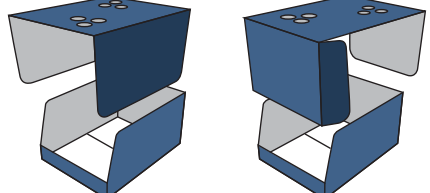

for consideration at Tender Stage prior to costs being submitted



Consider the 5 E's whilst designing the ideal outer carton for your product

Easy to identify, Easy to open, Easy to merchandise,
Easy to shop, Easy to dispose of & recycle

Above all, the product must be the hero

Description	Action
<p>Shelf fit + pallet fit Which shelf will it sit on? How many facings will there be?</p>	<p>Check with Buying Director the shelf size for the product and develop the outer cartons to make best use of the full footprint and shelf depth. Also consider the pallet footprint to maximise efficiencies to reduce logistics costs. It is important to consider the area of the store where your product will be merchandised, how your product is shipped and how many facings you will have</p> 
<p>Substrate and construction -Key things to bear in mind What environment will the carton be kept in? Cartons must be stackable How high will pallets be stacked?</p>	<p>All cartons should be:</p> <ul style="list-style-type: none"> • Printed on double white lined board (brown board acceptable for freezer cartons) • Have no perforations unless unavoidable • Be fully recyclable • It is fundamental the optimum packaging material is used to prevent damage and waste through the supply chain • All ALDI outer cartons must be stackable. Ensure the outer carton and lid are strong enough to support stacked cartons for shelf display and transporting of product from supplier to warehouse to stores • Consider the materials used for substrate/seals • Consider the product - will the construction be supportive enough?
<p>Packing and Assembly</p>	<p>All primary packaging must be packed within the carton in the correct orientation. Ensure no damage occurs to primary packaging during the filling process. Shrink wrap around the pallet creates weakness in the corners of the outer cartons and must not be overly tight to avoid this</p>
<p>Carton seal How is the carton sealed?</p>	<p>If tape must be used ensure the seal is left to right with no tape showing on the front of carton</p> 
<p>Lids</p>	<p>All lids must have thumb holes (we recommend 2 large holes in the middle) and will be removed at the back of store. Lids that are kept on in store for stability must be printed the same as the outer carton</p> 
<p>Print process What type of print does this category require?</p>	<p>Agree with Buying Director the print process and number of colours to be used, for example litho (photographic quality / minimum 4 colours) preprint flexo, post print flexo (minimum 2 colours)</p>
<p>Freezer cartons</p>	<ul style="list-style-type: none"> • No stretch wrap • No staples • Use corrugated fluting • Labels or tape must be stable at -25°C • Cartons are packed upside down wherever possible in line with the terms and conditions 
<p>Outer Carton Specifics. Important information that must appear on all outer cartons:</p>	<ul style="list-style-type: none"> • Other 'logos' that should feature on the display outer carton include but are not limited to: Weight declaration, Heart Foundation Tick, and Australian Made. The Design Agency will prompt the addition of logos at the design stage • Refer to ALDI Master Artwork Guideline for further information
<p>Mock up of carton in actual substrate</p>	<p>Present mock up of carton to Buying Director to show indicative construction before going into production</p>



ALDI Outer Carton Strategy

OLD

Design only allows 1 carton deep on the shelf, not maximising shelf fit.



Carton stability is compromised with diecut front and no lid. Cartons can't be stacked in store.

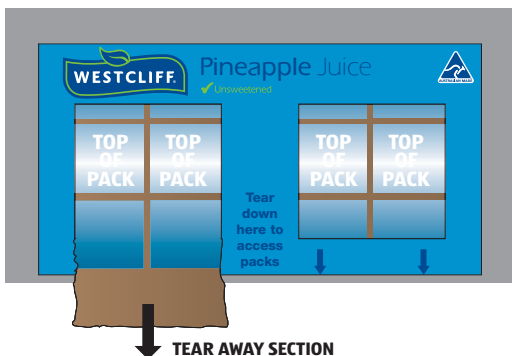


Tubes sit loose within carton with no support to stop them falling over which makes it difficult for the consumer to select product.



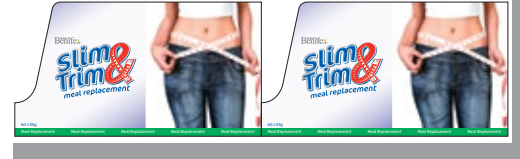
Perforations look messy in stores and make it difficult for customers to select product as the cardboard needed to be torn to remove the packs.

VIEW FROM ABOVE



NEW

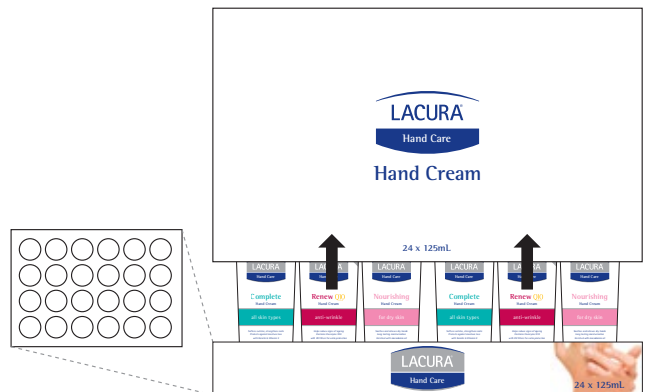
New style outer carton allows 2 cartons on shelf, maximising shelf fit.



New carton allows maximum stability for stacking, lid with finger holes and compact tray style allows more of the product to be displayed.



New carton has individual holes for tubes to fit within ensuring they stand on shelf and can't fall over. Carton also has a lid for stacking and safe transporting.



Perforations removed and a new streamline carton makes product selection easy as packs can be removed by the customer without having to tear the cardboard.

VIEW FROM ABOVE

