

en aVant Vrac!

une initiative conjointe



Press Release – May 15th, 2023

Perifem, Ilec and the French Plastics Pact are launching a work plan to develop bulk brands offerings in large-scale retail stores and is calling on all stakeholders to join the 'En avant Vrac!' initiative.

Perifem, Ilec, and the French Plastics Pact, the founding members of the 'En avant vrac!' collective, have been collaboratively working with market actors since its launch in late 2022 to expand bulk offerings in large-scale retail stores and reduce the use of single-use plastic packaging. A work plan has just been launched to identify and develop the solutions for accelerating and scaling up bulk offerings within 9 months, and all stakeholders are invited to contribute by joining the initiative. The results will be made public by the end of 2023.

BULK AND BRANDS: CONSUMER EXPECTATIONS

According to a 2019 Nielsen survey¹, nearly 69% of bulk shoppers want brands to offer a wider range of products in bulk. Brands play a crucial role in attractiveness and reassurance, and their presence in stores sends a strong and necessary message to consumers. The Covid crisis has indeed slowed down the penetration of bulk products in French households: while 63% of French people claim to buy products in bulk, only 21% do so on a weekly basis according to an OpinionWay survey².

With the aim of making this approach as inclusive as possible, Perifem, Ilec, and the National Plastic Packaging Pact call on all relevant actors to join this initiative, which marks a decisive turning point in the effort to promote bulk and reuse in France.

NEARLY FIFTY MARKET ACTORS ALREADY COMMITTED TO THE 'EN AVANT VRAC!' INITIATIVE

By the end of 2025, single-use plastic packaging must be reduced by 20% nationwide³. Selling in bulk is one of the key strategies to achieve this⁴, and the collaboration of the entire industry is essential to contribute to this goal.

Currently, around fifty actors, including national brands, distributors, retailers, and solution providers, have already committed to the initiative and are mobilized to identify concrete solutions and meet the requirements for reducing the use of single-use plastic packaging.

¹ Réseau Vrac – Nielsen (2019)

² OpinionWay Survey for DIGI France (2022)

³ The Anti-waste law for a circular economy and its related decrees sets a target of 20% reduction in single-use plastic packaging by 2025, half of which at least will be obtained through reuse and reuse.

⁴ The Climate law requires 20% of the sales area of consumer products to be devoted to the presentation of products without primary packaging in 2030 for areas greater than 400 m².

THE CHALLENGE IS TO COLLECTIVELY DEVELOP SOLUTIONS TO OVERCOME IDENTIFIED BARRIERS

'En avant vrac!' aims to address barriers and make bulk offerings more efficient through industrialized and interoperable solutions that ensure safety, hygiene, identification, traceability, information, and convenience for consumers.

The ongoing work will continue until autumn 2023 to provide market actors with the necessary recommendations for implementing bulk sales in large-scale retail. The results will be presented at the next forum of the 'En avant vrac!' initiative.

The website www.enavantvrac.fr will allow everyone to follow the progress of the different stages of the work.

ACTORS INVOLVED IN EN AVANT VRAC !

Retailers : Auchan, Carrefour, Coopérative U Enseigne, E. Leclerc, Intermarché Les Mousquetaires, Monoprix et les supermarchés Match

Brands : Andros, Aoste, Biscuits Bouvard, Bel, Carambar & Co, Carte Noire, Cristalco, Danone, Ducros McCormick, GB Foods, General Mills, Lesieur, L'Oréal, Mars Pet Nutrition, Mars Wrigley, Nestlé, Panzani, PepsiCo, Saint Louis Sucre, SC Johnson et Un Air D'ici Juste Bio

Solutions providers: Arfitec Group, Bizerba, Bric A Vrac, Bulk And Co, Checkpoint Systems, DIGI, Eternity Systems, FM Logistic, HL Display, HMY, Jean Bouteille, Maunier Automation, Packtic, Pandobac, Petrel, Qualivrac, Sitour, Smurfit Kappa, Sysalp, Trade Fixtures, Vracoop, Wanzl et Wooden Garden.

Partners: Ademe, Citéo, Fébea, FHER, Ellen McArthur Foundation Plastics Pact Network, GS1 France, Réseau Vrac.

Bertrand Swiderski, President of Perifem: *“For bulk to accelerate, we must offer a solution that meets the expectations of manufacturers and distributors and that allows solution providers to innovate to facilitate the consumer shopping experience. This is the purpose of the en avant Vrac! initiative led by Perifem.”*

Richard Panquialt, President of Ilec: *“The development of bulk offers for everyday products requires rethinking the production and distribution model of the various actors in the retail sector, in order to guarantee full consumer satisfaction, as well as compliance with hygiene and security. With en avant Vrac!, Ilec and its members are committed to this collaborative approach to find virtuous models for more responsible consumption.”*

Alexandre Le Vernoy, Causanova, French Plastics Pact coordinator: *“Companies that have signed French Plastics Pact are committed to encouraging sustainable alternatives to single-use plastic packaging. In this spirit, the initiative en avant Vrac! launched alongside Ilec and Perifem, brings together voluntary actors - retailers, brands, solution providers - with the aim of offering consumers practical and accessible bulk solutions, and to consider the industrial logics that will make it possible to sustain the offer in stores.”*