



ADAPT PRODUCT & WASTE & RESOURCES





WHY

Kenco is helping customers reduce their waste from instant coffee by creating refill pouches.



HOW

- Kenco created foil Eco Refill packs of instant coffee so customers didn't have to buy a new glass jar with every purchase.
- Customers can send empty Eco Refill packs to TerraCycle, free of charge.
- TerraCycle converts the packs into bags or picture frames and Kenco donates two pence per returned pack to the charity of the customer's choice.
- The Eco Refill line was launched with a big advertising and marketing campaign.

BUSINESS VALUE

 RISK	Short term cost – Reduced packaging costs allow Kenco to keep prices low.
 REPUTATION	Brand awareness – Almost half of all UK households are aware of Kenco's Eco Refill products.
 MARKET	Share – Strong support from Tesco and other retailers has increased customer uptake and market share.
 INNOVATION	Technology – Kenco have developed innovative new packaging capabilities.

CONSUMER VALUE

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FUNCTIONAL
 Consumers pay 4% less for coffee sold in Eco Refill packaging than in glass jars.
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EMOTIONAL
 The new packaging has increased the perceived quality of the product, and makes consumers feel good about choosing a more environmentally-friendly product.

RESULTS

- 48% of UK households are aware of the product and 7% now buy Eco Refill coffee. [Source](#)
- 16,000 individuals have returned over 30 tons of empty packaging to be recycled. [Source](#)
- Eco Refill packs have 97% less packaging weight and take 81% less energy to produce compared to conventional glass jars. [Source](#)