

## Greener packaging of the refreshed private label BILLA Vocílka



The private label Vocílka recently underwent a relaunch and got a new coat. In addition to the logo and visual style, we also worked on more environmentally friendly packaging, both in terms of recyclability and saving packaging material.

BILLA's private label range includes approximately 2,000 food and non-food products. Our ambition is to find the best possible packaging for these products that provides product protection and is aesthetically pleasing, but also economical and recyclable.

We are committed to packaging all our products in packaging that is recyclable, reusable or biodegradable by 2030. In order to continuously measure how well we are meeting our aspirations, we are creating our own database of packaging and its characteristics.

Our packaging efforts are illustrated by the recently relaunched private label of Vocílka meat. Previously, we packaged this "private label" meat in black plastic tubs with a paper label. Now, in relaunching the brand, we have opted for transparent plastic packaging with a plastic label. This new, mono-material polypropylene packaging - marked with the recycling symbol PP and the number 5 - is adapted for recycling thanks to the colour and the uniformity of the material.



For Vocílka minced meat we have chosen the innovative Flow Pack packaging. With it, we achieve a 75% saving in plastic material compared to a conventional tray. It is made from

recyclable polypropylene film. Although this new packaging may look unusual for meat, we can confirm that customers have accepted the change and sales have not been affected.



By changing the packaging of the Vocílka private label, we are demonstrating our commitment to finding more sustainable packaging solutions at every possible opportunity. We believe our new, transparent and mono-material packaging will be a great asset for recycling.

#### **What you should know about the BILLA chain**

BILLA is part of the REWE International AG group. It has been operating on the Czech market since 1991. With a turnover of CZK 33.7 billion (2022), more than 250 stores and 6,500 employees, BILLA is the market leader in supermarkets. It offers a wide range of well-known and private label products on an average sales area of 900 m<sup>2</sup>. A great emphasis is placed on fresh products such as delicatessen, bakery, fruit and vegetables, dairy products, meat and chilled products. BILLA focuses on supporting Czech producers, which is why Czech food already accounts for 72% of its total turnover. Czech food is also part of the BILLA chain's private brands - Vocílka, Česká farma, Srdce domova, BILLA BIO, BILLA, BILLA Premium, BILLA Easy, Nice Bites or Clever.

#### **Contact**

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