

# Aldi... An eco-friendly model built on low prices

**S**avings on spending, but also on the energy used to enable it: the German chain outlines a virtuous scheme with which to frame its interpretation of the discount format.

At an international level, Aldi is present with over 6 600 outlets in 11 countries and four different continents (Europe, America, Asia, Oceania), counting on the support of around 156 000 employees.

As an example, within the European context, in over 150 Italian stores (with an average surface area of 1 100m<sup>2</sup> per branch), within the two fundamental logistics hubs of Oppeano (near Verona) and Landriano (near Pavia), as well as in the Verona headquarters, it employs a total of around 3 000 collaborators (an increase of 49% as compared to 2020 and 23% more employees compared to 2021).

This means that only 2% of the global workforce is employed in Italy, from the moment in which (in March 2018) it chose to also engage the Italian market.

Its growth is proving to be healthy and continuous, with a progress that had already been predicted from the beginning, achieved at full speed together with the territories and communities it serves.



Above: Aerial view of store and car park

Left: Michael Gscheidlinger, Country Manager of ALDI Italy

Right: The photovoltaic system, located on the roof of the shop, is the main device for starting energy savings (image taken from Moniga del Garda)



Aldi has aroused concern in the competition, now it is admired for the organised and determined way in which it pursues universally shared principles such as eco-sustainability, energy saving and respect for the environment.

Obviously, every practice carried out to save energy and reduce waste is to be considered 'friendly' towards planet Earth and all those who inhabit it.

In recent years, this term is revealing itself as a sort of 'guarantee' for many distribution companies, but above all as the most candid descriptive trait to fully understand their style and strategies.

## The various store concepts

The National Buying Services of Aldi Italia indicates some unequivocal characteristics of the stores.

"With the aim of offering customers an always pleasant shopping experience, we have developed a welcoming 'store concept' for the Italian market that offers bright, service-oriented and quality-oriented sales outlets that respect the environment thanks to the high energy efficiency. The modern and well-organised set-up proposed in each department allows the consumer to easily find the products he needs, optimising the time dedicated to shopping.

In compliance with specific local conditions, current urban planning provisions and the peculiarities of the individual territory, a format suitable for each context is proposed. For Italy, the development of three types of store concepts have been envisaged: **Standard**, with a welcoming entrance and design conceived for stand-alone



Left: External view of the Pogliano Milanese branch in Lombardy

Below: External view of the Rho branch in Lombardy



Right: View of a checkout barrier.

At first glance, apart from the reusable shopping bags, there are ranges of impulse items on display to tempt the last minute purchase. The shelf display includes high value, high shrinkage items.



Display of loose dried fruit



large surfaces, **Urban**, inserted within an easily accessible CBD or city context and developed on small surfaces that favour flexible assortments and finally **Centre**, reserved for locations within shopping mall complexes that host other commercial competitors.



Left: Eco-compactor in the receiving area of the Moniga del Garda branch





Self-service meat counter, with a sign "A tutta griglia al prezzo ALDI, meaning "Full grill at ALDI prices"

be recognised in the daily application of the best features in use to the 'discount' channel, rather than to the aspiration of venturing into onerous campaigns based on prizes, loyalty cards and collection of points of various kinds.

### Freshness

The pride of any store is the area dedicated to fruit and vegetables, the first space for welcoming customers, inspired by traditional markets and usually visible from the outside thanks to large windows.

This department offers up to 130 fruit and vegetable products, of which 80% come from Italy and 15 are 'organic'; everywhere it is organised to support itself with daily supplies useful for minimising waste, essential for ensuring variety of choice in a broad and genuine spectrum.

The good discount model is in itself an element of loyalty.

The working group that participates in Aldi's successes on the Italian territory enters into the specific merits of the indispensable methods for retaining users and confesses the primacy that must

In Aldi the position is very clear: "We focus everything on the relationship of trust that we establish every day with our customers, through quality and convenience of price. Rather than focusing on retaining a part of our customers through traditional loyalty cards, we believe in the importance of satisfying all our consumers, listening to each one's needs. Our goal therefore remains to continue to be a point of reference for those who prefer us, especially in light of the current scenarios dictated by inflation.

Aldi's strong point has always been to offer consumers the guarantee of the highest quality at the best price, thanks to a compact but complete assortment, attentive to the peculiarities and territorial best practice."

The **Aldi Price** policy responds to the needs of customers, increasingly attracted



Refrigerated sales counter, with 'take away' fish. The opposite end is occupied by butcher's 'self-service' trays



View of an aisle with frozen counters, where the bin and door combination uses the available space at its best

by discount levers and the possibility of saving without sacrificing quality to cope with the price increases caused by the inflationary scenario of recent months. "The distinctive element of our brand's discount offer is the ability to focus on the essentials to propose a selected range of quality products at affordable prices. The meticulous qualitative selection of the products allows a virtuous rationalisation of the assortment, simplifying and motivating the consumer's choice".

With this in mind, the company is committed day by day to implementing the best management, procurement and customer service practices with the aim of making

valuable products accessible to consumers at the right price.

"The products displayed on the shelf are, in fact, the result of a daily work in the process of knowledge and care in the choice of suppliers, who for us represent the 'guardians of taste', and in the careful selection of raw materials, an expression of regional excellence and national".

The low prices, as indeed in every discount store, are low all year round but are part of a commercial regime that also contemplates promotional periods. "Our flyers are distributed weekly and offer a wide selection of offers designed to meet the needs of any family unit".

## Bakery product display



Display of bakery products, with scales for weighing and labelling



## Fruit & Vegetable displays



Above all in an international scenario transfigured by the growth of inflation, the absence of marketing charges which weigh on the final prices of branded industry products and the ability to rationally compact assortments in accordance with the principles of general simplification and efficiency of services represent added values, evident in Aldi, that consumers cannot afford to neglect.

“80% of the assortment offered in Italian stores is made up of 'Private Label' products from close collaboration with national suppliers”.

## In Europe, the Italian network.

In Italy, ALbrecht-Discount, under the guidance of its Country Manager Michael Gscheidlinger, is now located in Emilia Romagna, Friuli Venezia Giulia, Piedmont, Trentino Alto Adige, Veneto and Lombardy, a region in which over 30% of the branches are located.

The Italian point of sale that best represents the commercial physiognomy of the company is that of Moniga del Garda, in the province of Brescia.

Aldi is particularly proud of it: “In 2021 we inaugurated the first zero CO<sub>2</sub> emissions store in Moniga del Garda, under the banner of the new high energy efficiency construction prototype which is part of the perspective of efficiency and continuous improvement adopted in the management of corporate energy consumption”.

Thanks to a series of devices that minimise the impact on the climate, such as photovoltaic panels, an eco-compactor for the internal management of paper and plastic, an air conditioning system



Dry groceries with displays of limited, and mostly exclusive, ALDI brands and the use of electronic labels



View of a long aisle, with a linear section dedicated to bakeries



Even processed meats follow the same outer principle for quick and efficient merchandising



View of a sales counter head dedicated to typical regional foods (the trademark is 'Regione che vai...')



Vertical entirely dedicated to organic products



'Sweet-savory' mix

integrated with the refrigeration system and insulating windows, this store has energy consumption that is more than 15% lower than the average of other stores.

On a general level, Aldi points of sale wink at the environment thanks to the insulation offered by special casings which allow to minimise consumption due to air conditioning and to the innovative LED lighting which reduces energy consumption by up to 50% compared to traditional lamps. Ample attention is also paid to the installation of refrigeration systems for the latest generation refrigerated counters. Equipped with only natural refrigerant, they allow a reduction in consumption of over 2.5% compared to traditional systems powered by synthetic and potentially more polluting refrigerants.



Part of the gondola dedicated to coffee



A line dedicated to 'fresh pasta'

So is this the future of the discount model store? If it is indeed as Aldi sees it, such a distribution channel will save both consumers and the environment! **SR**



Typical view of ALDI shelves. Note the 12- or 18- or 24- pack of items in their cardboard outer. A number of outers make up a case. Merchandisers wait for an outer to have only a few items before replacing the display with a new outer – very cost effective merchandising



Wine



Beer





**Insulated Structures**  
*Efficiency At Work*

## Effective solutions to reduce the cost of in-store refrigeration

### Polyurethane Injected Panels

- Standard panels: Outer and inner skin of frost white Chromodek, also available in black finish.
- Polyurethane injected panels for superior insulation and adhesion.
- High-impact PVC interlock profiles on all edges provides totally sealed insulation and a perfect vapour barrier.
- Tongue and Groove panel options available.
- Easily erected.
- Optional skin finish in Stainless Steel – Grades AISI 304 AIS 403.

## Cold & Freezer Rooms



### Floors – Fabricated and Concrete

#### Fabricated Floors

- The inside floor finish is 1.5mm Aluminium tread plate glued and screwed to a marine ply base.
- Galvanised plate options available in lieu of the Aluminium Chequer Plate finish.

#### Concrete Floor

- Concrete floors are used for flush or step-up entry and in permanent structures. Usually a recess of 150–170mm is used to accommodate the foam slab insulation and the concrete screed.



### Meat Rails

- Hot Dipped Galvanised system.
- Support structure integrated into insulated panels.
- Optional free-standing continuous galvanised system with bends and switch gear.

### Aluminium Chequer Plate

- Installed as an option to protect panels from scratches and light impact damage.
- 1.5mm and 2.0mm thick options.
- Standard height 1 250mm AFFL.





**Insulated Structures**  
Efficiency At Work



Up to 40%  
Energy Saving



New or Retrofit  
Existing cases



Environment  
Respect

## Benefits of Airshield Glass Doors

- Reduce Energy consumption.
- Extend Product shelf life.
- Double Glazed Argon filled void for better insulation.
- Optimal Product temperature.
- Glass doors have an option of Mullion lights. Quoted separate.
- Handles included.
- Up to 40% energy saving.
- Solution for new cabinets or retrofitted on existing cabinets.
- Doors are spring loaded.
- Less cold air spillage – warmer aisles.

## Airshield Glass Doors



## Ways to save

With energy cost rising and food retailers looking to improve the shopping experience environment for customers, Insulated Structures has developed an effective solution to reduce the cost of in-store refrigeration while enhancing the customer experience.

Insulated Structures doors are easy to retrofit on in-store cabinets to reduce the energy required to keep chilled foods at the correct temperature.

Meanwhile, customers are able to clearly see and access the products on offer. Reduced energy requirements means smaller refrigeration plant selection for new stores. These savings will off-set the initial cost of the doors. Up to 40% reduction in refrigeration requirement has been achieved.



Standard Airshield Glass Doors with a Black Frame.  
Heated Hybrid also available in this design.  
Heated Hybrid Glass Doors are fitted with a heater to reduce condensation on the doors in Coastal areas.  
Heated Hybrid is fitted with soft closers.

Premium Airshield Glass Doors.  
Frameless Door with Argon Gas filled for better insulation.



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