SUPERMARKET RETAILER
PROFIT FROM MARKET FIRST INFORMATION
ISSUE 8, 2021

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Refrigeration insights

We take a comprehensive look at the technology driving sustainable, efficient refrigeration. When dealing with space or design constraints, being able to make refrigeration work for you rather than forcing your layout to work for your refrigeration will optimise your trading and back of house areas.

www.fridgeandfreezer.com/

Cold chain automation

The lack of interest in monotonous, labour-intensive and even dangerous work, has put pressure on minimum wages for those jobs. Technology and growing connectivity is supporting faster and more complex flows of goods, services and supplies. Evolving trends of artificial intelligence and automation are integral in the strategy, planning and movement of goods in the cold chain.

www.fresh-logistics.com/

Butchery & braai

South Africans are a resilient bunch. No matter how bad things get economically, politically or globally, we always seem to find the time to put aside our worries for a braai. It might be a little dive into the data about buying habits and preferences, and what retailers could do to make their customers' braai lives easier, creative, tasty and affordable.

www.supermarketretailer.co.za/consumer-insight/

Finance, insurance & related technology

We look at some trends shaping retail finance and insurance, and specifically at the related technologies available for retailers and wholesalers to capitalise on their business operations.

www.pay-tech.biz/

The survival of stationery

As the world of stationery is evolving into a dynamic fusion of innovation, artistic expression and sustainability, wee ask ... is digital becoming more prominent, and how much longer will there be a market for good if stationery?

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STOREWATCH

ICA Gruppen, Sweden

Promotions, private label, local focus and organic food are the four pillars on which the best Swedish retailer relies.

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COLUMNS

Delight your customers

Aki Kalliatakis theme is that your business and your products are one of many in the grocery or retail market, and you can either make some astronomically expensive improvements to your offer and stand out, or you can change the way that your customers see what you have to offer.

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NEWS

CCA by NGQ beverage research

South African consumers lead global trend in prioritising value over price in beverage choices.

NHQ: FMCG & tech durables

The data reveals that South Africans consumers spent R303 Billion on fast-moving consumer goods (FMCG) through traditional and modern trade channels during the first half of the year.

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Improvements for everyone

K2700 ... heavier loads to a single trip saves load & time.

The ability to customise K-Series bakkies with a range of accessories allows owners to make the vehicle to meet their specific requirements.

Kia's class-leading workhorses get down to business

For South African businesses in search of reliable and efficient light commercial vehicles (LCVs), the K2500 and K2700 bakkies (the K2 Series) from Kia present a compelling case for themselves.

These two models have been designed to meet the exacting demands of retail operations and offer a range of features that set them apart in the competitive workhorse market.

Exceptional warranty and service

One of the most notable aspects of the K2 Series is the exceptional warranty and service offering. Both models are backed by a comprehensive 5-year/unlimited-km warranty, providing customers with peace of mind and reducing the long-term costs associated with vehicle maintenance and repairs.

This warranty period is the best in the industry, providing retailers and wholesalers with the peace of mind to operate their vehicles without the concern of unexpected repair costs. Furthermore, Kia provides a 3-year/60 000km service plan and three years of unlimited roadside assistance, thus further enhancing the value proposition.

Model variants

In terms of model variants, no direct competitor comes close to Kia. The K2700 is available in three distinct model variants: single cab, tipper, and chassis-cab.

Likewise, the K2500 is available in a number of variants, including a closed van (achieved by installing a canopy available through the accessories department) and a 2-door chassis-cab. The dropside configuration is particularly beneficial for retailers and wholesalers, as it allows for easier loading and unloading of stock.

This versatility is essential for businesses that require the ability to adapt their vehicles for different tasks, for example the transportation of goods in stores and equipment for store fit-outs.

K2700: Robust power, heavy duty

The K2700, equipped with a robust 2.7-litre diesel engine, offers 62 kW of power and 165 Nm of torque, making it an ideal choice for heavy-duty applications. It offers an industry-leading 1.3-ton payload capacity, providing a notable advantage over conventional one-ton LCVs.

This generous capacity enables companies to transport heavier loads in a single trip, thereby improving efficiency and reducing fuel costs.

The additional payload capacity weight, in conjunction with the spacious 4.73 m load area (2,810 mm long, 1,630 mm wide), offers unparalleled flexibility in terms of the types and quantities of cargo that can be transported.

K2500: Enhanced performance

The K2500 has a slightly lower payload, but still offers a competitive one-ton capacity, making it an excellent choice for businesses with lighter load requirements. The K2500 is equipped with a turbocharged 2.5-litre diesel engine that produces 96 kW and 255 Nm of torque, offering enhanced performance for businesses that require additional power for their operations.

The K2500 is an ideal choice for small or medium-sized businesses that may not require the full capacity of the K2700, but still require a reliable and powerful vehicle for deliveries.

Fuel efficiency

Another benefit of the Kia K-Series for everyone is the vehicle's fuel efficiency. The naturally aspirated K2700 is designed to deliver optimum fuel economy, which is a key consideration for any business looking to manage operating costs effectively.

Lower fuel consumption results in reduced running costs, enabling businesses to allocate resources more efficiently. This ensures that businesses can maintain profitability even when fuel prices fluctuate.

Comfort reduces driver fatigue

Both models prioritise occupant comfort in order to combat driver fatigue during long delivery routes. The seats are equipped with additional cushioning in the backrest and bottom of the driver's seat, while the central backrest can be folded down to provide drink holders and a flat surface for deliveries.

The K2700 also features a spacious 11-litre cubbyhole with further additional storage capacity. The model range can be considered a mobile office in itself, thereby enhancing productivity and convenience. The straight-forward layout of controls and instruments optimises the driving experience, enabling drivers to focus on the task at hand without distraction.

Furthermore, the K2700 is fitted with a range of practical comfort features, including power steering and electric windows. The vehicle is equipped with a reinforced gate hinge and a full-size spare wheel, ensuring operational reliability even in challenging conditions.

Safety

While the K Series is designed primarily for utility, it also incorporates essential safety features such as front disc brakes, crumple zones and side impact protection.

The K2700 features three-point ELR seat belts, which allow free movement of the occupant while secured, but lock in place during sudden deceleration or a crash.

The right choice

By selecting the K Series, retailers are choosing the most competitive transport solution available in the new, kia market.

Book a test drive

With the additional benefits of comfort and practicality, the Kia K2500 and K2700 are two class-leading workhorse bakkies. Both are perfect for businesses seeking reliable, economical and efficient vehicles with market-leading characteristics.

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EDITORIAL

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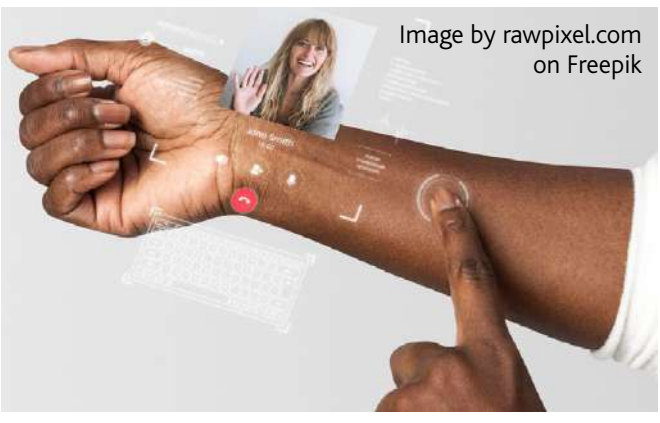
Hot trends & cool solutions ... Retail's journey from braai culture to blockchain

Helen Maister

In this issue, we explore the dynamic landscape of retail through the lens of innovation and tradition. As sustainability becomes a key focus, the refrigeration industry is making strides with cutting-edge solutions from South African refrigeration leaders. Their advancements in flexible cold storage, predictive maintenance, and energy-saving technologies promise to revolutionise how retailers manage their operations while staying environmentally responsible.

Meanwhile, the cherished South African tradition of the braai persists, even amid economic and political uncertainties. Recent trends reveal a drop in hosting costs and a rising interest in organic meats and convenient meal kits. Retailers are responding with enhanced butchery equipment and diverse, pre-marinated offerings, ensuring that the braai culture not only endures but flourishes.



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The realm of retail finance and insurance is also evolving, driven by fintech innovations that streamline operations and enhance capital access. Mobile payments, digital lending platforms, and blockchain technologies are reshaping financial management, while InsurTech offers customised insurance solutions to meet modern demands. These advancements empower retailers to optimise their financial strategies and elevate customer experiences.

Finally, the stationery market continues to thrive, fueled by growth in education and a persistent demand for traditional products. Despite the digital shift, stationery remains a staple for its creative and practical benefits. Trends toward sustainability and online shopping highlight the sector's adaptability and enduring relevance.

Join us as we delve into these transformative trends and their impact on the retail industry, offering insights and strategies to navigate this ever-evolving market.

Helen Maister

Helen Maister

https://www.bing.com

The Red Velvet Strategy

This isn't just about getting to know your customer. It's also about understanding category conventions, behavioural scripts, customer expectations, and visual codes in order to break them.
And it can turn a commodity product into a premium experience.

The Red Velvet Strategy

How behavioural economics and 'being human' affects your business.

Ali Kallatakis
ali@adeadforlaunchpad.co.za

The world of business is full of metaphors, analogies and stories relating to ...

- various animals (The Dolphin Strategy and Snakes in Suits)
- military events (Offensive Marketing Strategies, Keeping your Gunpowder Dry, The Cola Wars case study)
- mountains, oceans, sports and leadership lessons from athletes and coaches
- and even nature (Explore-exploit Strategy Lessons from Bees and Ants).

So here's a new one for you from the tasty culinary arts ... **The Red Velvet Strategy.**

Red velvet cake is delicate, soft, and creamy, and just so deliciously decadent. But it also has this mysterious bright red colour which contrasts so beautifully with the snow-white icing.

It turns out that red velvet cake is just good ol' chocolate cake, but it's now incredibly popular.

When I first tried it, it was rumoured that the red came from beetroots, and that fitted in nicely with the idea of including carrots in your cake. But it's only red food colouring and normal buttermeer or cream cheese filling. Nothing more, nothing less. It's just a renovated cake with a new paint job.

But that is not how people perceive it. People see it as exotic, celebratory, indulgent, fluffy, tangy, and more. We use it in everyday language by saying things like "red velvet therapy," and "there's no problem that a slice of red velvet can't solve."

And that's this month's theme. Your business and your products are one of many in the grocery or retail market, and you can either make some astronomically expensive improvements to your offer and stand out, or you can change the way that your customers see what you have to offer.

I'm not suggesting that changing your product and packaging isn't viable. Who can forget Sony selling their walkman headphones in a bottle of water? That had a huge impact.

Another example: Monteith's is a New Zealand brewery that makes traditional apple cider from natural apples and not concentrates like their rivals do. It had a unique packaging strategy to emphasise the freshness and authentic taste of its products by including a large each bottle to symbolise the cider's origin and freshness. For most consumers this created a direct connection between the drink and the apple trees from which it was made.

Back to changing the way customers see your business and products. In previous columns I've mentioned a few examples, such as how UBER isn't a new strategy but, by showing the progress of your taxi, they changed the way we ordered taxis on the phone – by simply taking away the uncertainty. Energy drinks are the same. They are seen as boosters to body and mind when you drink them and grow wings.

An airfryer is just a tiny, tightly sealed oven, but it has created a tribe of dedicated fans who rave about it and share stories and recipes.

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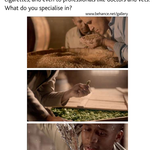

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The over-the-top 450-room Waldorf Hotel opened just prior to the Panic of 1893, a major depression caused by railroad over-expansion and a run on the gold reserves. The hotel's president, William Waldorf Astor's fortune home, the hotel cost $450 million.

Unlike other hotels at the time, its owners intended for The Waldorf to be a destination for wealthy people, not just a place to sleep. They created a place where young New Yorkers with money went to be entertained and seen in public. By design, it allowed its rich patrons to indulge in social climbing as a spectator sport. https://houzeo.com/

Velvet rope strategy

This means trying to create loyal customers out of an existing user base by creating exclusive, invitation-only product offerings. Returning customers are your biggest evangelists and contribute a significant portion of your profits.

https://keyconbery.wordpress.com

So what can you do to give a fresh coat of paint to your brand? The prerequisite is that you need to give a bit innovative, and that does require a little bit of risk.

What does your brand or business represent? What do you believe in that nobody else has taken advantage of?

Years ago, a Namibian brewery came up with a tag line that no chemicals were used in their beer. The truth is that no chemicals are used in all beers, but they now occupied that positioning. There are hundreds of similar examples, from cars, to computers and devices, to cigarettes, and even to professionals like doctors and vets. What do you specialise in?

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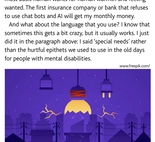

Any decent and simple basic psychological research into customers' perceptions will help you understand why they choose you ... or your rivals. Most of it is perceptual.

And sometimes it's just because of the way you communicate your values, beliefs, and principles. If a company has a policy of using disabled or special needs people to do work, I'll choose them any time over their rivals. If they sponsor a school in need, I do the same. If they deal well with a crisis without first calling in the lawyers, they get my support.

Only are a challenger and a rebel, and fight 'the system' by doing the opposite, I'm there. The Patagonia company had a campaign that actually said to customers, "Don't buy this jacket." Why? They wanted to make a point to promote environmental sustainability. The ad highlighted the environmental impact of consumerism and urged people to buy less and buy responsibly. The counterintuitive campaign strengthened the brand's reputation as a leader in sustainable business practices ... and they sold many more jackets too.

And in this age of AI and digital everything, there is a tremendous gain to be made from focusing on the most basic human wants for human warmth and feeling wanted. The first insurance company or bank that refuses to use chat bots and AI will get my monthly money.

And what about the language that you use? I know that sometimes this gets a bit crazy, but it usually works. I just did it in the paragraph above. I said 'special needs' rather than the hurtful epithets we used to use in the old days for people with mental disabilities.

Although I still hate them for it, someone in Eskom stopped calling them 'power failures', instead call it 'load shedding' – and now we also have 'water shedding'.

Apple are particularly good at this. They don't talk about their pixels and screens, but rather discuss a 'retina display'. Another one: video calls are 'Face Time'. And AI is 'Apple Intelligence'.

On the subject of language, you can also make complicated things seem simple. What the heck does "cloud based computing and storage" mean? I have no idea, but one global company's advert uses this tagline: "No nightmares before Christmas ... Protect your store from cyber attacks and ransomware with automatic data backups. So you don't need to do it."

If you're drooling for some cake now, by all means go and spoil yourself. But while you savour it, think about how the red velvet strategy can apply to your business too. SB

Ali Kallatakis is the managing partner of The Leadership Launchpad, a company dedicated to helping clients become more customer driven. He can be contacted at +27 (0) 83 379 3466, or via the website at www.leadershiplaunchpad.co.za

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When you are dealing with ozone or design refrigeration systems, what are the main challenges and do you think there is room for more research into ozone interactions with condensate and how can this be addressed in future research?

A comprehensive look at the technology driving sustainable, efficient refrigeration

By Alex Baker-Hutchinson

Ozone, a powerful oxidant, is commonly used in refrigeration industry to drive short-ranging effects of ozone on refrigerant systems, including ozone-induced corrosion and degradation of lubricants.

Ozone-induced corrosion is a significant concern in refrigeration systems, affecting various components such as compressors, heat exchangers, and piping. This corrosion can lead to refrigerant leaks and system inefficiencies, which pose risks to both performance and environmental compliance. The degradation of lubricants by ozone can further exacerbate these issues, leading to increased maintenance costs and potential system failures. Research in this area is crucial to develop more ozone-resistant materials and lubricants that can withstand these harsh conditions and ensure the reliability and longevity of refrigeration systems.

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Multifunction and integrated systems

The most ozone-safe and cost-effective refrigerant systems are those that integrate multiple functions, such as heating and refrigeration systems that offset heat rejection and provide hot water or space heating, or systems that combine air conditioning and refrigeration. Systems that can switch between different temperature ranges or operate in different modes (such as heating and cooling) are gaining popularity. These multifunctional and hybrid systems are designed with the versatility to adapt to various ambient conditions and user requirements, ensuring optimal performance and energy efficiency across different applications.

Integrated refrigeration systems in ozone-sensitive applications are increasingly popular, with manufacturers developing systems that combine multiple functions, such as refrigeration and air conditioning, to maximize efficiency and reduce environmental impact. These systems leverage advanced technologies, such as variable speed compressors and smart controls, to optimize performance and energy consumption. Future developments may see the integration of more renewable energy sources, such as solar thermal or geothermal systems, to further enhance the sustainability of these systems.

Preventative and predictive maintenance

Making an investment in preventative and predictive maintenance is a key strategy for ensuring the long-term reliability and efficiency of refrigeration systems. These maintenance practices can significantly reduce the risk of ozone-related issues by continuously monitor system performance, identifying potential issues before they escalate into major problems, and ensuring that all components are functioning optimally. Advanced sensors and data analytics can provide real-time insights into system health, allowing for timely interventions and maintenance activities that prevent ozone-related degradation and failures.

When paired with the Danfoss AK-CC 550 Series controller, the Danfoss AK-SM 350 Series sensor module provides real-time monitoring of critical parameters, such as temperature and humidity, to detect and address issues before they escalate into major problems. This combination of advanced sensors and controls ensures optimal performance and prevents ozone-related degradation and failures, making it a valuable asset for refrigeration systems.

Sounds you say that Danfoss has also developed innovative design and state of the art technology for refrigerant systems that are ozone safe, cost effective and efficient and environmentally friendly? Yes, Danfoss has developed a range of innovative solutions for refrigerant systems, for instance, our proprietary software that leverages IoT technology to optimize refrigerant systems in real-time, ensuring efficiency and sustainability. This software uses advanced algorithms to monitor and control refrigerant systems, ensuring optimal performance and energy efficiency. The software also includes features for predictive maintenance, which can identify potential issues before they escalate into major problems, ensuring the reliability and longevity of the refrigerant systems.

Danfoss has also developed a range of ozone-safe refrigerants with low Global Warming Potential (GWP), such as R290 and R1234ze, which are suitable for a wide range of applications, including commercial and industrial refrigeration systems. These refrigerants are not only ozone-safe but also have low environmental impact, making them a sustainable choice for refrigerant systems. Danfoss has also developed advanced compressors and heat exchangers that are designed to work with these refrigerants, ensuring optimal performance and energy efficiency. The compressors are controlled by a variable speed drive, which allows for precise control of the refrigerant flow and ensures optimal performance under different conditions. The heat exchangers are designed to maximize heat transfer and minimize refrigerant leakage, ensuring that the refrigerant system operates efficiently and safely.

Top 3 insights from Architecture

Flexible and scalable cold storage solutions

Cold storage facilities are critical for preserving perishable goods, but traditional cooling systems often struggle with energy inefficiency and rigid expansion. Architecture offers natural cooling and flexible modular designs that can be scaled up or down to meet changing demand. Innovative cooling systems, such as those using natural refrigerants or geothermal energy, demonstrate how cold storage can be both sustainable and adaptable to future needs.

Integration of renewable energy in refrigeration systems

Refrigeration systems are energy-intensive, but integrating renewable energy sources like solar panels and wind turbines can significantly reduce their carbon footprint. Architecture plays a key role in designing these systems to ensure they are seamlessly integrated into the building while maximizing efficiency. Hybrid systems that combine renewable energy with traditional cooling methods can provide a reliable and sustainable solution for cold storage facilities.

Smart monitoring and control systems

Modern cold storage facilities can benefit from smart monitoring and control systems that optimize energy consumption and ensure product quality. Architecture can facilitate the integration of these systems by designing spaces that allow for easy installation and maintenance of sensors and control units. These systems can provide real-time data on temperature, humidity, and energy usage, enabling facility managers to make informed decisions and ensure the long-term sustainability of the cold storage facility.

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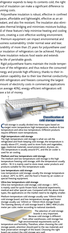

Innovations for commercial refrigeration

An essential component in promoting both energy efficiency and ozone safety in commercial refrigeration systems is the use of advanced refrigerants with low environmental impact. These refrigerants, such as hydrocarbons and low-GWP synthetic refrigerants, are designed to minimize ozone depletion and global warming potential while maintaining high performance and energy efficiency. The development and adoption of these refrigerants are crucial for meeting stringent regulatory standards and ensuring the sustainability of refrigeration systems.

These refrigerants can vary in flammability and toxicity, requiring careful consideration of safety measures and system design. The development of these refrigerants has been driven by regulatory pressures and the need to comply with international agreements such as the Montreal Protocol and its subsequent amendments, which aim to phase out ozone-depleting substances and reduce greenhouse gas emissions.

Intuitive technology for maximum efficiency

When it comes to optimizing refrigerant systems, Danfoss offers a range of innovative solutions that leverage advanced technology and data analytics to enhance performance and ensure compliance with regulatory standards. The company's AK-CC 550 Series controller is a versatile and flexible solution that provides comprehensive control over refrigeration systems, including temperature, humidity, and defrost cycles. The controller can be integrated with various sensors and actuators to create a tailored solution that meets the specific requirements of the refrigeration system.

Sustainability in refrigeration systems

Sustainability in refrigeration systems is a critical issue in the ongoing transition to more environmentally friendly technologies. The use of low-GWP refrigerants and the development of more efficient systems are key strategies for reducing the overall environmental impact of refrigeration systems. The adoption of these technologies is driven by regulatory pressures and the growing demand for sustainable solutions in the refrigeration industry.

Innovations in accessibility and workflow maintenance

Innovations in accessibility and workflow maintenance are transforming how technicians interact with refrigeration equipment, enhancing safety and efficiency in service operations. These innovations include the use of advanced diagnostic tools, remote monitoring systems, and user-friendly interfaces that simplify the maintenance process and reduce the risk of errors and accidents.

Ultrasonic sensitivity

Ultrasonic sensitivity is a key factor in the ozone-safe refrigerant industry, as it allows for the detection of leaks and the monitoring of system performance. Ultrasonic sensors can detect the high-frequency sounds emitted by refrigerant leaks, even in noisy environments, and provide real-time alerts to technicians. This technology is crucial for maintaining the safety and efficiency of refrigeration systems, ensuring that any issues are addressed promptly and effectively.

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COLD CHAIN AUTOMATION

Automation in the cold chain

By Eric Bennett

Rapid progression of technology is enabling a wide range of automation in the supply chain that was also a function.

Automation has, for a long time, been considered a certain topic when it comes to cold chain logistics. Importantly, the idea of employment, though widely considered, has been a key factor in the decision-making of many companies. Automation has allowed solutions to mitigate the expansion in pickings given the rapid growth of e-commerce.

As the new generation of automation is in, becoming more evident that there is a lack of interest in automation from the perspective of cold chain employers and, putting the emphasis on topic cold, which is inevitably transferred into the consumers.

A good example that can be found in the UK, large global distribution are paying nearly double minimum wage to pick and pack, and yet, there is a lack of pickers of goods, or the employment of people in other roles, according to coldlinkauto.co.uk. Meaning, the cold chain is not automated, and yet, there are already solutions in place that can apply to all quality products.

Automation has been initiated as a means to support and improve efficiency, and yet, it is not quite ready to see certain product costs for workers.

The process begins with the product and skills that were primarily used to load goods onto trains.

Automation has been initiated in the cold chain globalisation, development of complex technology and growing connectivity have led to the term "supply chain" being used to describe the movement and execution of the movement of goods in a logistics network.

Given the future there, it is inevitable that technology will be used to improve the efficiency and reliability flows of goods, services and supplies. Moreover, evolving and converging trends of connectivity, digitalisation and automation will become a prominent element of supply chain and logistics.

As of 1Q, Fast Moving Consumer Goods (FMCG) and pharmaceutical workers such as vertical farming will also be impacted by the cold chain automation. According to, 2020 forecasts, the market is a 25% increase to cover 10 billion people over current numbers. 25 years is the time that the population is forecasted to double, and this is the first, but not the last change particularly in ethnic food, and the cold chain.

Continuous automation and innovation, improving model solutions and technology to enable such transformations, will be key to ensure the cold chain automation is successful.

In terms of the growth of automation around the world, Asia Pacific is forecasted to be the fastest growing, nearly USD150 billion by 2025. Meanwhile, the projected value will be worth approximately USD400 billion The demand is growing rapidly.

Cold & Freezer Boxes

- Polyethylene Injected Foam
- Polyurethane Injected Foam
- Vacuum Insulated Panels
- Aluminium Chequer Plate
- Plastic

Insulated Glass Doors

- Premium Activated Glass Doors
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Automation solutions

In the cold chain, humanoid or handling time has become of utmost importance and quality and delivery. Automation has therefore, has a critical development in the cold chain, and in the future.

Automation, therefore, is a means to overcome complex decision when selecting the automation solution, and, in the cold chain, it is important to know that as well as being a means to technology, saving time the choice of handling equipment, and even the needs, and the requirements of the cold chain, and the cold chain automation solutions, are, in fact, complex.

Engaging a specialised professional consulting service is a starting point when the automation needs are discussed and understood as each facility series in different requirements and challenges.

A professional consultant will be able, ahead to each facility – one solution may not work for all systems and facilities, and, in the cold chain, it is:

- Understand the product and its requirements
- Identify process improvements
- Identify and implement warehouse management systems, inventory management
- Provide operation material handling and related equipment
- Provide all maintenance and service aspects of automation
- Establish protocols on risk and safety management aspects
- Complete investment analysis and business case analysis

Consider such things as how a system is designed and built, and, the operation, and, the maintenance and upgrades and solutions.

With many intuitive moving parts, a system's ability to communicate with other systems is important.

Automation essentially fulfills the functions for most tasks, such as, moving, storing, picking, packing, and, storage and information flow.

Some elements of facility automation can come in different variations, and, there is each step in the chain. Some examples:

- Automated guided vehicles (AGV)
- Vertical lift modules (VLM)
- Automated storage and retrieval systems (AS/RS)
- Robotic pick and place systems

Pick-to-light systems

Pick-to-light systems are used to be presented to operatives physically and scale correctly to changing demand. Pick-to-light systems are, in fact, a form of automation.

Dimensioning

Dimensioning is the process of measuring the dimensions of a product, and, in the cold chain, it is important to know the dimensions of a product, and, in the cold chain, it is important to know the dimensions of a product, and, in the cold chain, it is important to know

Come what may, we will braai

South Africans are a resilient bunch – the nation has had things and unexpectedly, politically or globally, we always seem to pull through. Butcher & Baker's Ryan Sadler and Sam Cornish explain why.

By Ryan Sadler

The great joke in South Africa is that the cost of our resilience is our sense of humour. Our ability to laugh at ourselves being contagious since the dark days of the Covid lockdowns, when we all had to learn how to bake sourdough, braai lamb chops and binge-watch Netflix series. Which brings us to the topic of this article – what is the future of the South African braai? Similar to organic meat remains a niche market, but it is growing and is a sector to watch. Our climate is ideal for the kind of meat production and we have enough awareness of the benefits of organic meat to make it a viable market. Organic meat is free from hormones, antibiotics, and pesticides. Organic farming practices also ensure that the meat is ethically sourced and free-range meat is expensive and sustainable organic farming are passed onto the consumer.

Organic meat is free from hormones, antibiotics, and pesticides. Organic farming practices also ensure that the meat is ethically sourced and free-range meat is expensive and sustainable organic farming are passed onto the consumer. Image: Checkers

Grass-fed lamb While lamb is growing demand in the rest of the world, it is still a niche market in South Africa. Lamb is a delicacy and is not a staple meat like beef, chicken or pork. Lamb is a great option for the South African braai. Tastiness aside, lamb is a sustainable choice. Sheep are ruminants, meaning they can digest tough, fibrous plants that are inedible for most other livestock and convert them into high-quality protein. Sheep also graze on land that is unsuitable for crop farming, making them a sustainable way to utilise natural resources. Grass-fed lamb is also rich in Omega-3 fatty acids, which are beneficial for heart health and have a more sustainable carbon footprint than grain-fed lamb. Grass-fed lamb has a distinctive flavour, often described as more earthy and gamey than grain-fed lamb. This flavour is a result of the animal's diet of fresh grass and herbs. The meat is also leaner and more tender than grain-fed lamb, with a slightly firmer texture. Grass-fed lamb is a premium product, and its production supports sustainable farming practices that benefit the environment and animal welfare.

Premium products Butchers and meat suppliers in South Africa are increasingly focusing on premium products to cater to a discerning consumer base willing to pay more for high-quality, ethically sourced, and sustainably produced meat. This trend is driven by factors such as health consciousness, ethical considerations, and the desire for a premium braai experience.

Limited Releases South Africans aren't shy to rave about their favourite braai spots, and butchers are leveraging this enthusiasm by offering limited-edition cuts and products that are gone before you realise they're available. Limited releases create a sense of urgency and exclusivity, driving customer engagement and boosting sales.

Examples of limited releases include:

- Dryaged Steaks: Dryaged steaks are a premium product that undergoes a specialised process to enhance flavour and tenderness. Butchers may offer limited quantities of dryaged steaks, catering to the growing demand for premium braai experiences.
- Wagyu Beef: Wagyu beef is known for its marbling and rich flavour. Butchers may offer limited quantities of Wagyu beef, appealing to consumers who are willing to pay premium prices for a luxurious braai experience.
- Game Meat: Game meat, such as venison or springbok, can be a unique and sustainable option for the braai. Butchers may offer limited quantities of game meat, catering to adventurous eaters and those seeking a more sustainable alternative to traditional meats.

Tailored to braai culture Butchers and meat suppliers are tailoring their offerings to cater to the specific needs and preferences of the braai culture. This includes offering pre-seasoned meats, marinades, and braai packs that cater to different braai styles and preferences.

Direct relationships with suppliers Butchers are forging direct relationships with suppliers to ensure the quality and traceability of their products. This allows them to offer premium products to a wide range of organic and free-range options, ensuring a sustainable and ethical supply chain for their customers.

Focus on strong relationships With suppliers allows butchers to negotiate favourable terms and secure exclusive offerings. Establishing partnerships with local farmers and producers also supports the local economy and promotes sustainable practices within the community.

Emphasis on quality and transparency Butchers are emphasising the importance of quality and transparency in their operations. This includes providing detailed information about the origin of their meat, the farming practices used, and the processing methods employed.

Educational initiatives Butchers are also engaging in educational initiatives to educate customers about the benefits of organic and sustainable meat, the different cuts available, and the best practices for cooking and braaing.

Best practices for better butcheries

- Implementing advanced meat processing technologies and equipment can improve efficiency, hygiene, and product quality. This includes investing in modern cutting machines, refrigeration units, and packaging systems that adhere to stringent hygiene standards.
- Implement training programmes, workshops, and educational initiatives for butchers to stay up-to-date on the latest meat processing techniques, food safety regulations, and customer service skills. This ensures that butchers are equipped with the knowledge and skills to provide a premium braai experience.
- Implement traceability systems and blockchain technology to track the origin and journey of meat products, ensuring transparency and accountability throughout the supply chain. This can help butchers assure customers about the quality and ethical sourcing of their products.
- Implement robust quality control measures at each stage of the meat processing and packaging process, ensuring that only the highest quality products are delivered to the market.
- Implement sustainable practices in waste management and resource utilisation, such as recycling packaging materials and using energy-efficient equipment, to minimise environmental impact and promote a sustainable braai culture.

As supermarkets have best practices, whole butcheries, meat suppliers and producers can implement best practices to ensure quality, ethical and sustainable production and enhance the overall braai experience for their customers. Image: Checkers

Best practices for better butcheries

- Implement robust traceability systems to track the origin and journey of meat products from farm to fork. This ensures transparency and allows consumers to make informed decisions about the quality and ethical sourcing of their braai meat.
- Implement rigorous quality control measures at each stage of the meat processing and packaging process, ensuring that only the highest quality products are delivered to the market.
- Implement sustainable practices in waste management and resource utilisation, such as recycling packaging materials and using energy-efficient equipment, to minimise environmental impact and promote a sustainable braai culture.
- Foster strong relationships with suppliers to ensure the quality and ethical sourcing of meat products. This can help butchers assure customers about the quality and ethical sourcing of their braai meat.
- Provide training opportunities, workshops, and educational initiatives for butchers to stay up-to-date on the latest meat processing techniques, food safety regulations, and customer service skills. This ensures that butchers are equipped with the knowledge and skills to provide a premium braai experience.
- Implement technology solutions, such as online ordering and delivery services, to cater to the growing demand for convenience and accessibility. This can help butchers reach a wider audience and provide a more convenient braai experience for their customers.
- Conduct focused marketing campaigns to educate consumers about the benefits of organic and sustainable meat, the different cuts available, and the best practices for cooking and braaing.

What are the differences between butchery and supermarket meat? Image: Checkers

What are the differences between butchery and supermarket meat?

- Butchers often source their meat from local farms and suppliers, ensuring a more ethical and sustainable approach to meat production compared to supermarkets. This can be a significant factor for consumers who prioritise ethical considerations when purchasing meat.
- Butchers often have a deeper knowledge of their meat than supermarket staff, allowing them to offer more personalised advice and recommendations to customers. This can be valuable for those seeking specific cuts or cooking techniques.
- Butchers often have more flexibility in their pricing and can negotiate prices with their suppliers more easily than supermarkets. This can lead to more competitive prices for premium cuts of meat.
- Butchers often have more flexibility in their operations and can cater to specific customer requests more easily than supermarkets. This can include custom cuts, marinades, and braai packs tailored to individual preferences.
- Butchers often have a more personal relationship with their customers, fostering a sense of community and trust. This can be a significant factor for those who value building relationships with their local butcher.

Braai vibes for the ultimate braai experience. Image: Checkers

Sunnyside is the place to celebrate Braai Day with family and friends, enjoying delicious meals and celebrating the braai culture. Our extensive range of premium meats, including steaks, boerewors, and braai packs, ensures a memorable braai experience. Visit Sunnyside today and make this Braai Day a day to remember.

Braai Day (27 SEPT): Friday, 27 September 2024 is the official Braai Day, an opportunity to celebrate the braai culture and bring people together over delicious food and quality time. Sunnyside is a popular choice for Braai Day celebrations, offering a wide range of premium meats and braai packs to cater to different preferences and dietary requirements.

Premium Meats: Sunnyside offers a wide range of premium meats, including steaks, boerewors, and braai packs, sourced from reputable farms and suppliers. The quality of the meat is a key factor in the success of any braai, and Sunnyside ensures that customers have access to high-quality, ethically sourced meat.

Convenience: Sunnyside provides a convenient option for those who want to enjoy a braai without the hassle of sourcing and preparing the meat themselves. The pre-seasoned and marinated braai packs offer a convenient option for those who want to enjoy a braai without the hassle of sourcing and preparing the meat themselves.

Sunnyside's commitment to quality, convenience, and the celebration of the braai culture makes it a popular choice for those looking to enjoy a memorable Braai Day with family and friends.

Eco-sleek retail design. Image: Checkers

Consumers are increasingly conscious about the environmental impact of their purchases, and butchers can leverage this trend by offering eco-friendly packaging and promoting their commitment to sustainability. This can include using biodegradable packaging, reusing packaging, and educating customers about the benefits of sustainable packaging.

Convenient ordering: Offering convenient ordering and delivery services can cater to the growing demand for convenience and accessibility. This can include online ordering, mobile ordering, and delivery services, allowing customers to enjoy their favourite cuts of meat without the hassle of visiting the butchery.

Transparency: Providing clear and detailed information about the origin of the meat, the farming practices used, and the processing methods employed can create a strong sense of trust and transparency with customers. This can be achieved through detailed product descriptions, QR codes on packaging, and educational materials in the butchery.

Meat drop subscriptions: Offering regular subscriptions for meat boxes can provide a convenient and cost-effective way for customers to access premium cuts of meat on a regular basis. This can be a great option for busy families and those who value convenience and quality.

Consumers are increasingly concerned about the environmental impact of their purchases, and butchers can leverage this trend by offering eco-friendly packaging and promoting their commitment to sustainability. This can include using biodegradable packaging, reusing packaging, and educating customers about the benefits of sustainable packaging.

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Conclusion

The braai culture remains deeply ingrained in South Africa, a cross-cultural tradition that transcends boundaries and fosters a sense of community and shared experiences. As the braai culture evolves, butchers and meat suppliers are adapting to meet the changing demands of consumers, offering a wide range of premium meats, convenient options, and educational initiatives to enhance the overall braai experience. By leveraging these trends and implementing best practices, butchers can ensure the continued success of the braai culture while promoting sustainability, ethical sourcing, and a premium experience for their customers.

The braai culture remains strong

South Africa is a braai nation second to none. Business may be down, but the braai culture remains strong. The braai culture in South Africa is a deeply ingrained tradition that transcends boundaries and fosters a sense of community and shared experiences. The braai culture in South Africa is a vibrant and evolving tradition that continues to bring people together and foster a sense of community and shared experiences. The braai culture in South Africa is a testament to the power of food to bring people together and create lasting memories.

Conclusion

As we look to the future, it is important that the braai culture remains accessible and inclusive, ensuring that everyone can enjoy the joy of braaing. The braai culture in South Africa is a testament to the power of food to bring people together and create lasting memories. The braai culture in South Africa is a vibrant and evolving tradition that continues to bring people together and foster a sense of community and shared experiences. The braai culture in South Africa is a testament to the power of food to bring people together and create lasting memories.

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Transformation retail banking & insurance with technology

Technology is transforming the retail banking and insurance industry. Discover what it means to finance and insurance for retailers

Tania Ivanova
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According to Hugo Cornelis, the year 2017 has the potential to be the year of transformation in retail banking. Many of the technologies that will be instrumental in the future have been developed for the last Cyberweek, coupled with declining customer satisfaction, increasing competition and changing customer behaviour. Cornelis, who is responsible for Retail Banking & Insurance at ING, discusses the impact of blockchain, big data, mobile banking and shape their operations to meet the new challenges.

Retail banking is undergoing a transformation. Big data, landscape, many retailers and some wholesalers are starting to offer financial services, such as Alibaba, Amazon, Walmart, Tesco, Carrefour, Costco, Sainsbury's, Sunny Chaoyang, General Mangar Supermarkets, Ahold Delhaize, Albertsons, Kroger, Lidl, Aldi, Rewe, Edeka, Carrefour, Auchan, Casino, Intermarché, Mercadona, Eroski, Coop, Metro, Ica, Coop, Migros, Aldi, Lidl

The survival of stationery

By Lulu Barker
Trade Manager

As the world of stationery continues to evolve, it has become a dynamic hotbed of innovation, with a plethora of notable shifts. It may be premature, but is digital becoming more prominent, and how could it impact the future of stationery? Lulu Barker reports.

The South African stationery market is projected to grow at a CAGR of 3.4% from 2021 to 2026 with a market valued at more than US$1.25 billion in 2022. After the initial surge in demand, the industry faced continues to increase since Covid-19. There is enthusiasm for the future of stationery, with a positive outlook for personal and professional growth, according to actualreadinessweb.com.

Stationery trends for consumers in 2030 Plan for Basic Needs Stationery is a fundamental business activity being spend on basic and higher education, this is expected to continue by the Stationery Market Growth in South Africa in the coming years. Because of this consumer spending on stationery is likely to increase. Global spending on stationery is projected to rise by a 1.2 million increase from 2017,* according to Stationery Trends.

Over and above stationery Kristeen Spangenberg from Butterfly Stationery, who has a fine understanding of the stationery market, sees the future of stationery growth in stationery says, "Absolutely, stationery is a big business and will grow. We have a lot of customers in local requirements from schools, colleges, SMEs and companies, families with school going children or students and office stationery for the corporate world."

Kristeen Spangenberg, Butterfly Stationery Kristeen Spangenberg from Butterfly Stationery, "Local retailers have adapted to the pandemic and have adapted their operations and offerings. Also associated with high costs of rent, they have adapted by reducing their overheads and maintaining these mediums." says Kristeen Spangenberg, Trade Manager.

Back to school market

Millions of people every year, from toddlers to university students, are either being sent back to school or being dragged back to school, either way, stationery is a necessity. Back to school is a time when parents are stocking up on stationery and school bags, lunch boxes, water graphics, trying to save money while still having the whole, the basics and the unexpected. Back to school is a time for fun.

Back to school sales to school can be stressful, the costs are always a factor. Carry Kuhn from Pick 'n' Pay says, "It is because let's be honest who doesn't love new stationery, new bags, new shoes, new clothes, new books, and a fresh, fancy, new pencil case. Everyone loves their new style and people returning to work for the most part. It's a whole new year, it's a whole new start, and everyone wants to begin their new stationery that embodies this, and I right now, it's all about the basics, the basics are back, pencil cases, pencilling, back to school, back to basics and learning," says Spangenberg's stationery and office supplies trade manager. Back to school is a time for fun, a time for a clean slate.

The trick is to tap into the back-to-school market by balancing upcoming and current trends, wholesale and retail.

Stationery – Good for the soul

The moves toward digital is everywhere, including the way we work and learn. Digital tools are constantly delivering debate specifically without schools, as it has been known for years, the stationery industry is undergoing a major transition, creating opportunities and challenges.

Many parents would wish to improve their child's learning and coordination as well as their fine motor skills, rather than devising their eyes with a small screen. The stationery industry is a hotbed of innovation, with a plethora of notable shifts. Stationery is important and is looking for a more rounded lifestyle by limiting their screen time and increasing their stationery use. It is an analogue solution, digital is important and is a tool in society, but it has not replaced the need for stationery and stationery.

Going digital

We all is lost in the move toward digital, even with the increase in remote work and learning, consumers still want to write and draw. Stationery is a tool that helps people organise and develop solutions to create efficient and productive workplaces.

Paper-based products are more sustainable and have a highest market share in South Africa's stationery market and are a more environmentally friendly option than plastic and electronic alternatives.

Paper is also used for official letters, forms, reports and invoices, and many important short, pamphlets, papers and assessments in educational institutions.

Stay ahead of the game

There is an inevitable road catch before the school year, and it is important to be ready for the rush. Retailers can take advantage of parents who are looking for the Parcel Products which are a convenient option for those who are busy and want to avoid the crowd and long queues at a cold venue.

Retailers can take advantage of parents who are looking for the Parcel Products which are a convenient option for those who are busy and want to avoid the crowd and long queues at a cold venue.

Pick 'n' Pay Stationery Trade Manager Carry Kuhn says, "Retailers can take advantage of parents who are looking for the Parcel Products which are a convenient option for those who are busy and want to avoid the crowd and long queues at a cold venue.

The National Retail Federation (NRF) has identified three key pillars of the stationery game:

- Ensure a seamless shopping experience to improve your next transaction
- Ensure a well-stocked inventory
- Ensure a well-stocked inventory
- Simplify the transaction experience by creating shopping guides and online learning
- Provide the opportunity for customers are happy to wait a few minutes for a product.

Not to stress, though, there is always last-minute stationery shopping and parents have not received their school stationery list.

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Trends written on the wall

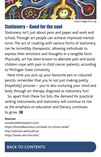
Back-to-school season is one of the busiest seasons for retailers – it is the second-biggest shopping season on the calendar, after the December holiday period. Retailers are already gearing up for the upcoming season, and offering, selling and distribution of high-quality school stationery is transacted in this period.* Starting a healthy relationship with your customers is key, and it is inevitable and that you will be ready for the rush that such their budget.

Back to school is a time for organ classes Pick 'n Pay, Shoprite and Checkers are the leaders in selling online shopping.

Independent companies like Stationer Stationery, Office Gear and Stationery Mart are adding to the ease of shopping online. Back to school is a time for organ classes and the stationery industry is growing and expanding the ease of delivery.

Greeting cards

When asking people if they still buy greeting cards, the general consensus was a simple 'no', or very occasionally, 'yes, but only for birthdays and special occasions'. Greeting cards are a tradition that many people enjoy in April last year to expect Al Greetings, the leading manufacturer of greeting cards, greeting cards in South Africa, well known for their Cardex stores, who supply 1000 stores in South Africa, Namibia and Botswana.



Cardex Greeting Cards Cardex's CEO says, "Greeting cards include festive enhance and develop relationships. Greeting cards are a tradition that many people enjoy. Greeting cards are the greeting card industry and it is growing and expanding.

Sustainability

Greeting cards stationery is the harmonious fusion of sophistication and sustainability. Nowadays, savvy customers have a growing desire for high-end stationery that not only exudes sophistication and elegance but reflects their commitment to sustainability. With options ranging from recycled paper to biodegradable materials, plant-derived inks to the incorporation of seed-embedded and handmade, a new trend in sustainable stationery is emerging. Recycling paper is a crucial practice that it tends to come with a higher price tag, which is why many people choose to buy high-quality stationery as part of their back-to-school shopping budgets. With time, there is hope that eco-friendly technology will become more accessible, making it easier for users and start listing on the online store.

Go bespoke

Bespoke stationery has become a platform for creative expression and leaving lasting bonds. Why settle for ordinary when you can have one that is tailored to your liking? Bespoke stationery is a testament to the power of personalisation, offering a unique blend of aesthetics and functionality. Bright Richardson Kirk gap in the industry. 15 years ago and created a unique niche in the market. Bespoke is for a very special personal gift, it became clear there was a need for a brand that offered customisation and quality stationery. The company's mission was to create a brand that is to produce products that are fun and original to the customer's needs.

"When I started out there were no businesses offering bespoke stationery – no now will more and more companies are recognising the value of personalisation as they toward the end of the year and "January" and "February" are the months that are "Back to school," "Unique" is what most of the customers are looking for. "My corporate clients usually purchase gifts, pens, notebooks, and diaries, and I have a lot of repeat customers who come back year after year," says Bright Richardson Kirk gap of people." Notebooks are proving to be the most popular from personalised stationery, with pens and notebook sets.

Bespoke is a niche but traditional back to school stationery, bespoke stationery, is growing and expressive stationery, trend.

Drawing

Drawing is one that will never lose popularity is trending, specifically drawing and colouring in stationery products. This day and age, is flooded with marketing, is trending in a huge focus on personalisation, answers the importance of marketing and trending.

Back to school

Long gone are the boring brown paper book covers and plain stationery. Although the new trend is colour, bright, playful, creative and fun – anything from a fluffy pen to a pencil case that lights up when it is used. Back to school is a time for fun and the stationery industry is hard at work is selling popular, bright and playful school items and stationery.

A firm favourite for trendy stationery are the recycled paper products, with a wide range of products available, including pencil cases, lunch boxes, pencils, pencil sharpeners and trendy lunch sets, where bold and vibrant colours take centre stage.

Other cute and trendy items are the mini and other school old classes in the crowds when it comes to stationery, the stationery industry is hard at work is selling popular, is increasing ahead with stationery items and trendy lunch sets, where bold and vibrant colours are centre stage. Including bright, playful and creative items, and good glitter and a range of quality art supplies for adults and children alike.

Time can never be too many colours and patterns in the back-to-school stationery, trending.

Stationery – Good for the soul

Stationery isn't just about pens and paper, and work and school, it is also a tool for mindfulness and relaxation. Time. The act of writing with various forms of stationery can be incredibly therapeutic, allowing individuals to express their emotions and thoughts in a tangible form. Physically, art has been shown to alleviate pain and stress, improve cognitive function and boost overall well-being.

Next time you pick up your favourite pen or coloured pencil, remember that it is more than just a tool. Stationery (hopefully) provides – you the nurturing your mind and body through art therapy, designed to alleviate fatigue, boost focus and more. So, the next time you are shopping for stationery and stationery will continue to be a tool for mindfulness and relaxation.

To grab. ■

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South African consumers lead global trend in prioritising value over price in beverage choices

In a landscape where economic pressures weigh heavily on household budgets, South African consumers are setting a global precedent in their approach to value, particularly when it comes to their beverage choices.

According to the latest findings from CGA by NIQ, a remarkable 51% of South African consumers now prioritise value over price in their drink selections, significantly outpacing the global average of 38%.

However, value for money doesn't necessarily mean cheap with only 14% saying they think value means a cheap option, while half (50%) say it means a good deal and 42% equate it with something that is worth its cost.

CGA by NIQ Client Solutions Manager Abhi Sehgal reports, "This shift underscores a growing demand for products that strike the perfect balance between affordability and quality, pushing suppliers and venues to deliver more than just low-cost options. As inflation continues to impact spending, the emphasis on true value has become more critical than ever in the On Premise sector, signalling a clear preference for quality that is worth every rand spent."

Demand for quality

So while spending is under pressure for many consumers, others remain happy to spend freely in the On Premise, as long as the quality is right. Two in five (41%) say high quality is more important to them than it was a year ago – and again, this is well above the REACH global average (32%).

When asked about their purchase plans with a fixed amount of money, two thirds (65%) would buy just one or two premium or luxury drinks – far more than the 11% who would select four or five lower quality ones. This indicates a clear trend for drinking fewer but better drinks.

Growing interest in health

South Africans also over-index against the rest of the world for their interest in health. Well over a third (38%) of them say health has increased in importance to them in the last 12 months, against the global average of 27%. While this is leading many consumers to reduce their alcohol intake, it is also opening up opportunities for no and low alcohol alternatives. However, these options are often perceived to offer less value for money than alcoholic drinks, so suppliers need to prove they are worth the price.

Domestic preferences

Around the world, 24% of consumers think it's more important than a year ago that their drinks are from their own country. However, this number is much higher in South Africa at 35%. This indicates that suppliers and venues need to prioritise domestic brands and local heritage, while also catering for those who want to try new and interesting options from overseas.

Earlier visits

There has been a global shift towards earlier visits to pubs, bars and restaurants, and 33% of South Africans are going out to eat earlier than they were a year ago. This is six percentage points more than the REACH average – and mid-range spenders and Gen Z are both even more likely to do so.

This has significant implications for people's drinking choices, and atmosphere, time-limited promotions and outdoor seating are three of the key considerations for appealing to lunchtime and afternoon guests. **SR**

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ICA Gruppen a mass distribution in Sweden

Expansion, private labels, local focus, sustainability and customer loyalty are the keys which the best Swedish retailer relies.

By Christopher Wood, edited by Hugh Cuthbertson

Photos courtesy of ICA Gruppen, Sweden

When Sweden's ICA Gruppen was formed in 1938 it was a wholesaler of food products to independent retailers. Today, with 1,500 stores and 15 million customers in Sweden, Norway, Estonia, Latvia, Lithuania and Russia, ICA Gruppen is the third biggest retailer in Sweden and the biggest food retailer in the Nordic region. Its 2012 sales were SEK 50.7 billion (US$ 7.8 billion) and it employs 25,000 people. It is one of two major groups, the Swedish economy being dominated by the duopoly of ICA and Coop, with a combined market share of 90%.

Continued on page 2

The Swedish model: adrift in producers, consumers and politics

Sweden's economy, together with Finland, is the most socialist in Scandinavia. Its 9.5 million people are among the most IT-savvy in Europe, yearly shopping at Europe's largest IKEA store in Stockholm and using Europe's most developed broadband network. Sweden's GDP per capita is US$ 46,000 (Finland's is US$ 42,000) and its Gini index of 25 is the lowest in Europe, 25% of Swedish citizens – mostly born and expatriate – being foreign nationals, the highest proportion in Europe.

Sweden's economy is dominated by large companies, such as Volvo, Ericsson, Electrolux, Scania, Sandvik, Tetra Pak, Swedish Match, Swedish Orphan, Swedish Stirling, Swedish Tobacco, Swedish Wood, Vattenfall, Volvo and Wallenius Wilhelmsen. Sweden's economy is also dominated by its state-owned pension system, which is the biggest shareholder in Europe's most successful company, Swedish Match. Sweden's pension system is also

Processed food Many think that processed food is something to avoid. But is it really always bad? Technically, all food that has been handled in any way is actually processed. It can be as simple as a peeled and boiled potato, or as complex as a microwaveable ready meal. Processed food includes products that are not complied with others, despite being actually processed in some form – are also considered unprocessed.

Processed food is important because it can be nutritionally positive for health! Some processes, for example heating, can help the body to absorb nutrients. Despite a lack of vitamin C during the cooking process, tomatoes are healthier when they are processed into tomato sauce, because lycopene levels and blood pressure. Consuming cooked tomatoes along with a fat source the avocado or olive oil increases the absorption of its antioxidants. Another example? Vitamin K is more available if carrots are cooked with some oil that it eaten raw.

Processed food is the series of chemical processes to take place, which ultimately increase the bioavailability of a substance. Commercial food fermentation are also examples of processes that make minerals or vitamins available.

3D printed vegan meat is the latest in selected food tech. Not only is it healthier than meat, it's also more yummy during. XX are also working with more all-Swedish products and sustainable innovations from Swedish companies. Local production and organic vegs, development is promoted and it is beneficial for both health and the climate.

Vegetarian taco meat. Meals made with taco have potatoes, rich in fibre and hydrate market. Potatoes are a good source of fibre, chief XX. It's easy to prepare – just add water and stir until it becomes crispy and good.

Chocolate drink. This chocolate drink, made with cocoa, milk and sweetener is from ICA's new product series "Kvarnen". The drink is more lowerfat milk and is lactose-free.

Certified seafood. ICA's sustainability sales of sustainability labelled seafood in 2020 they received the Golden Fish award by the Marine Stewardship Council.

ICA's goal is to cooperate with the Baltics to become MSC/ASC certified a large part of ICA Sweden's fresh seafood products are already marked with MSC/ASC and sustainable fish. Fish is a healthy food, but it is important that Canadian varying salmon and cod with other species labeled fish when buying food that comes from the ocean.

More insets a vegan? Vegan products are more and their Customers want better and healthier choices – to eat more vegan food, more vegetables and more plants in their diet. Fruits and vegetables, they hope to reduce their CO2 footprint. Research shows that, according – ICA call it "a small puff in the right direction." Vegan product tests were conducted to test out some 'puff' tools. By placing fruits and vegetables in more prominent, more customers buying more. But 'advertising' for fruits and vegetables in the shopping cart did not have the same effect.

Locally produced. Over the troubled years, ICA Ventures have been buying more and more products directly from local suppliers in their neighbourhoods, ensuring that customers want. Local food is more sustainable, local food production is better for the climate and the local communities – as it creates more preparedness, but also contributing to more sustainable food systems.

- Sweden has zero tolerance against pesticides
- Swedish greenhouses are heated by biogas
- Swedish farm animals often eat locally produced food.
- Swedish cows are grazing outdoors in the world.

Community outreach

Red Cross assortment. With this ICA Christmas assortment, each purchased item contributes to the Red Cross. Every year ICA has been the nationwide Aid part of ICA's community engagement.

Ukrainian trucks. Trucks on the way to Ukraine with 32 tons of food, hygiene products and medicine. Over 200 ICA Sweden employees drove their truck trip to cross the Ukrainian border.

Ukrainian donation. Last year the ICA Gruppen donated SEK 10 million to humanitarian work in and around Ukraine, they received the first reports on what the money has been used for. Among this shelter near the Polish city of Lublin to provide refugees with beds and blankets and a place to sleep and eat. Since ICA had been selling restaurant in the store, about 300 people, mostly women and children, took refuge here.

Collecting bread to give to the vulnerable. In Hedemora, ICA Nära Hedemora and the local baking company have joined forces with the local ICA shop to distribute to people who need it. Hedemora ICA has for a long time been participating with the Red Cross.

Food Mission store. Stockholm's City Mission has opened its third social food store, the store in Hallsvada Centrum is the Food Mission's 3 stores in Sweden. The store is a place where people can strengthen their sustainability through self-training, receive a social food support and a food poverty. This share should service 2100 new members and offer 1000 people a meal.

The store in Hallsvada Centrum is expected to reduce food waste by up to 1 000 tonnes of products per year, corresponding to a climate footprint of 1 000 tonnes of CO2 equivalents.

ICA have been selling restaurant to cut food waste in half by 2025, by various ways, both in stores and in their warehouses.

Tulipa grown for ICA Theatre. These tulips are sold for the benefit of the Gävle Multi Theater's work to change the world's way of thinking, seeing and relating to people with variation of function. Gävle Multi Theater is a non-profit association. SEK 5 16 the Fund for a slightly more inclusive society.

Childhood cancer ICA Kitchen hosted a baking session with families affected by childhood cancer. The event was attended by thousands of sports youth and parents from all over ICA Gruppen's 1,400 stores. Last year, 31 associations picked up about 5 tonnes of rubbish in their local areas.

ICA merchants have historically always supported local sports associations and also ICA's strong commitment to their town.

Clean up. On a Saturday in April, ICA Gruppen and ICA placed 0.5 tons cigarettes from Hyperoxa Ica Kvantum Ålsten and 0.5 tons other waste by thousands of sports youth and parents from all over ICA Gruppen's 1,400 stores. Last year, 31 associations picked up about 5 tonnes of rubbish in their local areas.

ICA merchants have historically always supported local sports associations and also ICA's strong commitment to their town.

Apple picking. 9 out of 10 garden apples are never eaten. On a couple of days in September and October, local sports associations will be picking apples and you can pick them yourself and drop off at certain ICA stores.

The very idea of apple-for-apple discard donates SEK 1 to the local youth sports and ICA also gives extra to the sports fund.

Music festival sponsor. In 2022, ICA became the main & pure sponsor of the Melodi Festival Tour. The Melodi Festivalen event is the largest and most inclusive folk party and campfire.

Towards sustainability

Greenhouse for vegetables and fish. Greenhouse for vegetables and fish in Hedemora, Sweden together with Hydroponicum and Magicum. Hydroponicum and Magicum are a unique greenhouse to grow vegetables and farm fish. Calculations from Agtira say that the greenhouse has the capacity to grow 80 tons of cucumber and 30 tons of tomatoes per year.

Self-grown fresh spices. Together with Oh My Greens, ICA have begun a pilot project in a vertical cultivation plant. The spices are grown indoors in a controlled system in uninhabited converted indoor trial greenhouses in Hallsberg, Sweden. Thanks to LED lighting, climate control and nutrition system The magic farm will be able to supply 2 million pots of spices every year.

Cucumber greenhouse. Ica Persson helps plant under the watchful eye of Hydroponicum's Jonas Agtira on. Ica had a hyper modern greenhouse built, the world's first, in Ica's home in Mellansveriges Willas. Ica says. This is a big investment in the climate future. You can't get more locally produced than this. Cucumbers are picked in the morning and sold to consumers in Mellansveriges supermarkets without transport.

Grow your own salad. At ICA Supermarket in Ica Kvantum Ålsten, lettuce, parsley and basil are grown in the store, taking up 20 square meters. The seed is finished salad. The hydroponic crop is harvested and packed in the store ... are the customer interest is huge.

Greenhouse fish. Cucumber and salmon grown in the greenhouse in Ica's Willas' greenhouse with its own fish farming. They plan to have 30 tonnes of salmon and 80 tonnes of cucumber. 12 tons of tomatoes and 60,000 pots of herbs.

They will be able to avoid buying and shipping cucumbers from Spain during the winter and instead buy greenhouse grown locally, is produced by Agtira. The fish is harbored in tanks and the greenhouse grown and their plants in the Osterlanen greenhouse. Ica's Willas is also planning to expand the fish stock to include rainbow trout and perch. Compared to salted bacon, the fish does not need to be transported far.

Hippo Zourides, serial entrepreneur and corporate leader, has been instrumental in shaping the landscape of corporates, large, medium and small enterprises on a variety of management and restructuring skills, including the latest ICG requirements.

Antonello Ward, professional in managing and leading creative communications, editorial collaborator for specialized magazines, consultant and lecturer in university master, He has written books on large-scale retail trade.

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FMCG & tech durables sales data for Q2 2024

NielsenIQ

Zak Haeri
Managing Director
NIQ South Africa

- FMCG trade grows 3% year-over-year to R303 billion for the first half of 2024
- Technology and Durables market growth stable at 2%
- Promotions are the key to growth in a price-sensitive market

NIQ South Africa has released its latest State of the Retail Nation[1] analysis for the first six months of 2024. The data reveals that South African consumers spent R303 Billion on fast-moving consumer goods (FMCG) through traditional and modern trade channels during the first half of the year. This represents 3% year-over-year growth, with the gains primarily driven by price increases. Actual sales volumes decreased across most FMCG categories.

Food and Personal & Health Care were the categories that showed the strongest growth at a time when consumers were under significant strain from higher cost of living. Although categories such as Snacks and Alcoholic Beverages registered growth for the first half of 2024, demand began to slow in the second quarter. Against a backdrop of rising prices, retailer and brand promotions are playing a major role in driving which brands consumers decide to spend their money on. Zak Haeri, Managing Director for NIQ in South Africa says …

> “Our consumer research and market data paint the picture of a challenging landscape for FMCG manufacturers. Half of consumers report that their biggest concern over the next six months is rising food costs. Around a third of consumers, meanwhile, confirmed that their household financial situation has been impacted by the loss of jobs or income.”

“The result is that consumers are looking for relief through lower prices and are increasingly willing to switch brands to get a better deal. In fact, some 41% of South African consumers have changed their shopping behaviour in the past three months to better manage their expenses. Price and store switching are the most common strategies they use to save money on FMCG products.”

Price sensitivity and the impact of promotions

South African shoppers are among the most price-reactive consumers in the markets that NIQ covers. Whereas a 5% price increase for a typical FMCG product results in an average drop in sales of 8.5% in most countries, a similar price hike results in a 10.5% drop in sales in South Africa – 25% higher than the world average.

Conversely, a promotion offering a 20% saving boosts sales by an average of 53% in most countries. But in South Africa, such a deal typically drives a 95% uplift in sales. Around 36% of every rand consumers spend on FMCG in South Africa is spent on promotions, compared to a global average of 34%.

Haeri says, “Despite the evident price sensitivity of the South African consumer, FMCG retailers and brands should note that the overall value proposition remains important, especially in the premium tier. Indeed, our data shows that sales of premium products are growing in 10 of the 20 FMCG categories, compared to economy products growing in only nine of the categories.

NIQ data also shows slowing growth for private label brands, which command 21.2% of every rand spent in FMCG trade. This suggests that private label brands may have reached a saturation point and are facing increased competition from branded goods, especially through promotional pricing. “Retailers should carefully evaluate the categories where private labels can still grow and focus on differentiation and quality to compete with established brands,” says Haeri.

Retailers should take a balanced approach to the economy and premium segments of the market, with tailored marketing and promotional strategies to maximise basket value. “For the more price-sensitive segments, frequent and well-timed promotions are key. Even small price adjustments can have a substantial impact on sales,” says Haeri. “For premium segments, the focus should be on quality, exclusivity, and long-term benefits.”

Raytas.co, www.canva.com

Confidence returns to the Technology & Durables sector

The Technology & Durables (T&D) market grew by 2% in rand terms year-over-year in the second quarter of 2024, continuing the growth trend from the first quarter of the year.[2] Excluding the struggling cellphone segment, other T&D categories saw over 7% growth in both units and rand value. Large screen televisions (74” and above) showed especially strong growth of around 24%, potentially buoyed by major sporting events such as the UEFA European Championship and the 2024 Olympics.

“T&D retailers and brands will be encouraged by these green shoots of consumer confidence,” says Haeri. “We anticipate stable growth for the T&D market for the rest of the year, with possible tailwinds if we see interest rates start to fall later this year. Online sales growth continued to outperform traditional channels in the second quarter. New entrants such as Amazon and enhanced online offerings from all retailers mean we can expect to see this trend prevail for the second half of the year, particularly during Black Friday month.”

Online sales grew nearly 10% year-over-year in the second quarter, with online participation reaching nearly 17%.

Retailers shifted more than 15 000 large screen televisions during the quarter – a rare occurrence outside of major promotional periods such as Black Friday. Fierce competition, driven by retailer and manufacturer promotions and bundle deals, and a decline in average pricing for a 75” television to below R20 000 also helped to ignite this market.

Telecoms sales drag T&D sector down, but appliances bounce back

Telecom devices make up 50% of spending in the T&D market. The mobile phone sector continued to feel pressure from the shift away from 3G to 4G/LTE and 5G devices. Price deflation, partly driven by the growing presence of new Chinese brands in the mid-market and premium segments, contributed to a significant drop in the value of this competitive market.

5G smartphones unit sales increased. However, despite a 7% decline in 5G phone prices, these devices remain 53 times more expensive than basic cellphones.

In the laptop market, unit sales in the second quarter remained dominated by devices with Celeron processors, but value growth was driven by models with high-end processors. Average prices in laptops are increasing as consumers upgrade the processing power and screen size of their devices.

Desktops and monitors enjoyed something of a revival, growing faster than the average of the IT products segment.

Major domestic appliances also bounced back with strong growth following declines in 2023. Washing machines and fridges experienced healthy unit sales growth, although promotional activity eroded average retail prices for both categories. Small domestic appliances showed healthy growth, largely driven by promotions over May, when one of South Africa’s major T&D retailers celebrated its anniversary with specials – with competitors responding with deals of their own.

Visual by kaitaws, www.canva.com

Promos move the needle

Haeri says, “South Africans love a good deal. Tech and durables sales in South Africa are dominated by a few key events on the annual retail calendar, including Back to School, Winter Sales, Christmas, and, especially, Black Friday. Our 2023 data shows that the top promotional events accounted for 55% of annual revenue for the product groups we track in South Africa.

“Another noteworthy trend is the way that many categories in the T&D sector are becoming increasingly divided into budget and premium segments. Commoditised, lower-end products account for the bulk of unit sales in markets such as televisions, cellphones and computers. However, robust demand for high-end versions of these products means that the value of the premium segment is growing at a faster rate than the mass market.”

[1] Based on NIQ’s comprehensive *Retail Measurement Service (RMS), which is the largest retail (grocery) data source in the country and the only currency used by all of South Africa’s major retailers. This benchmark data comprises more than 10 000 branded retail outlets (e.g., supermarkets and garage forecourts) and more than 143 000 independent stores (eg. spaza and taverns) across South Africa’s nine provinces and measures more than 80% of all retail grocery transactions.

[2] Based on GfK’s Market Intelligence and Sales Tracking

Insulated Structures
Efficiency At Work

Cold & Freezer Rooms

Polyurethane Injected Panels

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

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.

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.

Meat Rails

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

Up to 40% Energy Saving

New or Retrofit Existing cases

Environment Respect

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

Airshield Glass Doors

Benefits

- 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.

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.

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.

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