

Dealing with Coronavirus

A Case Study for Delphis Eco

Weedon

Packaging Solutions Centre

Customer Profile

Delphis Eco is the UK's leading manufacturer of eco-friendly cleaning products. Their products are environmentally friendly, biodegradable, sustainable and plant-based, and include everything from hand soaps to degreasers. They are used to clean palaces, schools, hospitals, restaurants and everything in between.

The Problem

Delphis Eco has been working with Iceland Stores since the first Coronavirus lockdown in March 2020, providing their sanitiser products for customer use at the entrance to Iceland's stores.

The initial solution of delivery was very basic and comprised various store items readily to hand, including store trolleys. Although this answered an urgent need at the start of the pandemic, Iceland was looking for a more effective, professional, neater alternative to replace it.

- The units had to be sufficiently robust to last for 6 - 12 months.
- They also had to be capable of being wiped down to prevent the spread of COVID-19.
- Any solution had to be in line with Delphis Eco's driving philosophy of protecting the planet and minimising environmental impact. Their chosen manufacturer had to share Delphis Eco's sustainability goals.

The Solution

- We designed a sturdy unit made from environmentally friendly corrugated cardboard, with extra strength fluting to improve longevity.
- We share Delphis Eco's approach to the environment, using sustainable raw materials. We strive to minimise carbon footprint, waste reclamation and land fill, and to maximise efficiency in our use of energy. We design packaging to minimise its impact on the environment at every stage of the supply chain. Everything we make is 100% recyclable.
- Plastic insert trays were included on the top of the unit to hold the Delphis hand sanitiser and help making the units easy to clean following drips or spills and to preserve hygiene standards.

The sanitiser units were rolled out to all Iceland stores in January 2021 and the company has been delighted with the way they stand out and how they have performed so far.

The Benefits

- Fully recyclable
- Lightweight for easy manoeuvrability
- Smart-looking
- Easy to use
- Easy to clean

We provided additional assistance by delivering direct to store in some cases to suit Iceland's needs.



Before



After