

ALDI Outer Carton Strategy – Core Range



The optimum packaging material must be used to prevent damage and waste through the supply chain.

Consider the following 5 E's for designing the ideal outer carton for your product

Easy to identify, Easy to open, Easy to merchandise, Easy to shop, Easy to dispose of and recycle

Above all, the product must be the **hero**.

<p>Dimensions:</p> <p>Cases should optimise shelf depth, check with the Buying Director prior to carton development.</p> <p>Ambient shelves</p> <ul style="list-style-type: none"> • 800mm deep • Cartons should not exceed 400mm in depth • Width and Height: Buying Director to advise <p>Chiller shelves</p> <ul style="list-style-type: none"> • 800mm deep (lower shelf) - 600mm deep (other shelves) • Cartons should not exceed 300-400mm in depth • Width and Height: Buying Director to advise <p>Cases should optimize the 1165mmx1165mm for A Pallet or 775mmx590mm for D Pallet.</p>	 <p>Case dimension shown above allows only 1 carton deep, not maximising shelf depth.</p>	 <p>Case dimension shown above allows 2 cartons deep, maximising shelf depth.</p>
<p>Carton Structure:</p> <ul style="list-style-type: none"> • Consider material thickness to product weight • Cartons must be stackable. Ensure outer carton and lid are strong enough to support stacked cartons for shelf display and transporting of product from supplier to warehouse and stores • Golden Rules: <ul style="list-style-type: none"> ✓ No perforations (unless unavoidable) ✓ No shrink wrap ✓ No tape ✓ Removable lid (if required) ✓ Good product visibility & accessibility ✓ Stackable 		
<p>Product Orientation:</p> <ul style="list-style-type: none"> • All primary packaging must be packed within the carton in the correct orientation • Some products may require additional material to hold them into place, ensuring they can't fall over 	 <p>Product orientation limits visibility and makes it difficult for customers to shop.</p>	 <p>Front orientation increases product visibility and shopability.</p>
<p>Adhesion:</p> <ul style="list-style-type: none"> • Crash lock cartons are preferred • If tape must be used, ensure the seal is left to right. No tape showing on the front of carton 	 <p>Glued cartons are not ideal as they tend to break down in stores.</p>	 <p>Crash lock cartons offer superior resistance.</p>

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Protection:

The main purpose of the lid is to:

- Protect primary product through the supply chain
- Provides stacking strength in-store (if required)
- Removes the need for perforated edges

Lids can be:

- Plain brown or white if removed in store and not required for stacking or display
- Printed to match the base if required for in-store stacking
- Lids should have thumb holes for ease of removal



Carton Weight:

- Consider the weight of the case for safety, stackability and stability (Maximum 10.5kg on top shelf)



Chiller & Freezer Considerations:

Chiller

- Cartons require a special coating for moisture resistance

Freezer

- No stretch wrap
- No staples
- Corrugated fluting
- Labels or tape must be stable at -25°C
- Black text only
- Products packed into the box face
- Each print face carries the same printed information
- Produce code to be printed directly onto outer case
- Maximise pallet configuration with no overhang



Design:

- Attractive design draws attention
- Important information, print process and number of colours provided at point of tender by the Buying Director
- **Present outer carton mock up to Buying Director to show indicative construction before going into production**



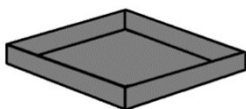
Environmental Considerations:

- Outer cartons must be fully recyclable



Case Examples

Type 1

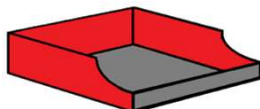


Flat side + front walls
Solid carton base

No enhanced stability required



Type 2

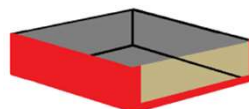


High side + flat front walls

Enhanced stability from the side is required



Type 3



High side + high front walls

Enhanced stability from the side and front is required



Type 4



Perforation at the front for products such as oils

Easy transportation and large window



ALDI Outer Carton Strategy – Food Specials



Cases merchandised on special tables should also be optimised as much as possible. Unused space equates to lost sales opportunities and in some instances, can create stock wastage if units are hand stacked and are easily damaged.

OLD

NEW

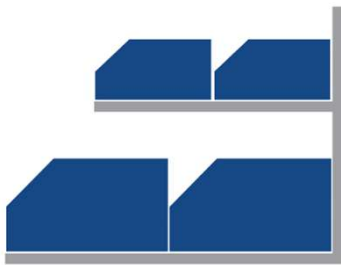
Cases should optimise table depth and width as much as possible.



Dimensions

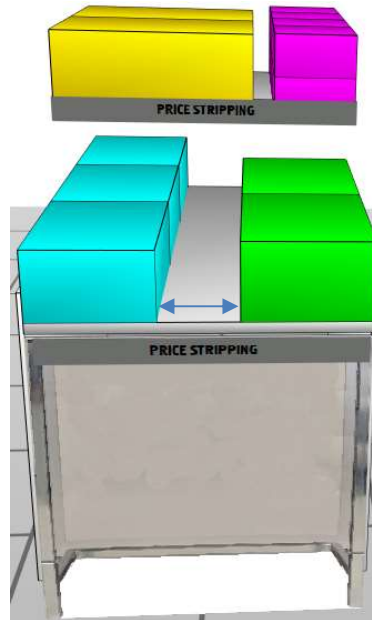
Best Practice Measurements:

- Case depth: 38.0cm
- Case width: 35.0cm
- Case height: 34.0cm



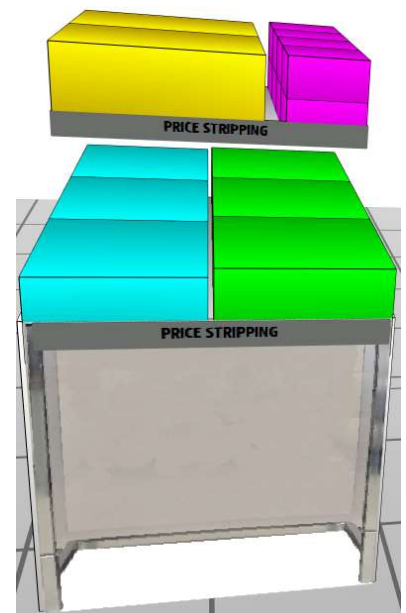
Optimising Tips

- Trays/cases which can be merchandised with both front and side orientation create opportunity to utilise space more efficiently
- Maximum total merchandising height is 1.65m from floor to top of product on tables, where there is no table topper
- Optimal cases ensure that products do not need to be handstacked, which results in tidy and visually appealing special tables



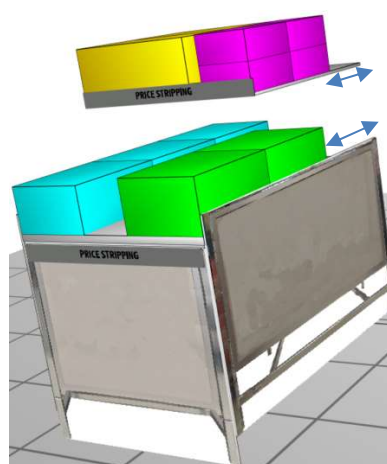
Special Tables Front View

Outer case design leaves gap between the tables, not maximising space.



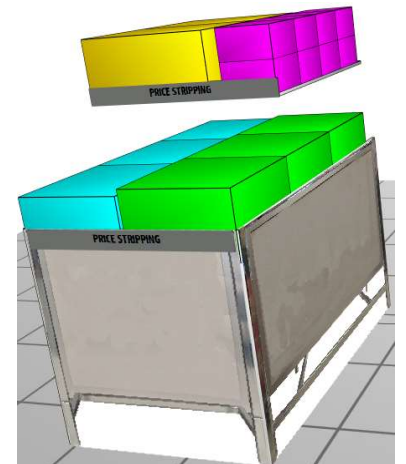
Special Tables Front View

Outer case design optimizes table space.



Special Tables Side View with Topper

Outer case design allows for 2 cartons deep however dimension still does not maximise space.



Special Tables Side View with Topper

Outer case design optimises depth space.

