

ENHANCE THE CUSTOMER JOURNEY WITH SUSTAINABILITY



'Only 1 in 10 grocers provides sufficient product information to inform and guide their customers regarding the food they buy during their shopping journeys'

IVIS Group, 2022

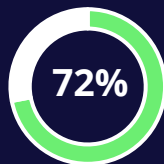
THE CHALLENGE

- Sustainability is one of the challenges of our time. Customers want to live more sustainable lives and they want to make more sustainable choices whilst demanding action and transparency from brands and retailers.
- There is an opportunity for brands and retailers to build consumer trust, and companies are adjusting their behaviors to enhance and enable purchasing decisions.
- However, it is often a challenge for customers to make the correct sustainable choices due to the lack of product information, creating a gap between retailers and their customers. Providing rich and accurate information at every step of the shopping journey is both a priority and challenge for every retailer.



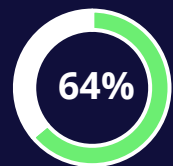
'72% of shoppers say transparency matters'

Food Industry Association
(FMI), 2022



'64% are more likely to purchase from a brand or retailer if it uses sustainable packaging'

Drapers, 2021



THE SOLUTION

DATA TRANSPARENCY POWERS SUSTAINABILITY

Our Product Enrichment Services provide extensive health, lifestyle and sustainability data for grocery and health & beauty products

We have developed an innovative suite of services that bring together deep retail experience, food domain expertise and XAI (eXplainable AI) technology .

rimaRetail Cloud Services includes rimaRich, our Product Enrichment service which provides data across 7 different dimensions, such as food reaction, diets, lifestyle, inspiration, usage, values & sustainability.

263

ENRICHED ATTRIBUTES
to describe a product

20

ORGANIC, SUSTAINABLE & ETHIC
Enriched Attributes



We can help brands and retailers to be more dynamic in their sustainability ambitions, by adding transparency and positive behavior to their customer's journeys.

THE SOLUTION

rimaGreen PACKAGING ENRICHMENT

Rank the environmental sustainability of your product's packaging

Packaging provides a clear opportunity for brands and retailers to demonstrate their sustainability, and with the continued growth of eCommerce, fit-for-purpose sustainable packaging is an even more integral part of the brand experience.

IVIS Group created rimaGreen, to provide rich information about the product packaging. Including usability, environmental impact and recyclability.

'The amount of plastic in the ocean is expected to double in the next 15 years, and by 2050 there could be more plastic in the ocean than fish'

[FoodNavigator](#)

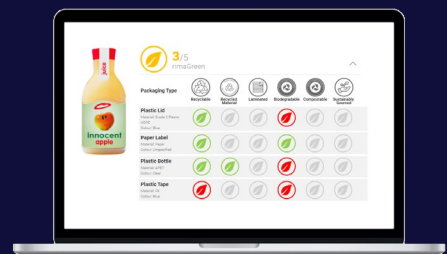
rimaGreen provides customers with a simple, informative way of understanding the product packaging's impact on the environment to promote a more sustainable shopping experience.



rimaGreen consists of 5 different levels of packaging indicators which are:

- Most Environmentally Friendly Packaging Choice (5/5)
- Environmentally Friendly Packaging Choice (4/5)
- Medium Choice (3/5)
- Low Medium Choice (2/5)
- Lowest choice suggesting packagingwaste or sustainability related issues (1/5)

To determine a level, we rank the various components of packaging across 6 dimensions to make it easier to decipher how sustainable is the packaging of each individual product.



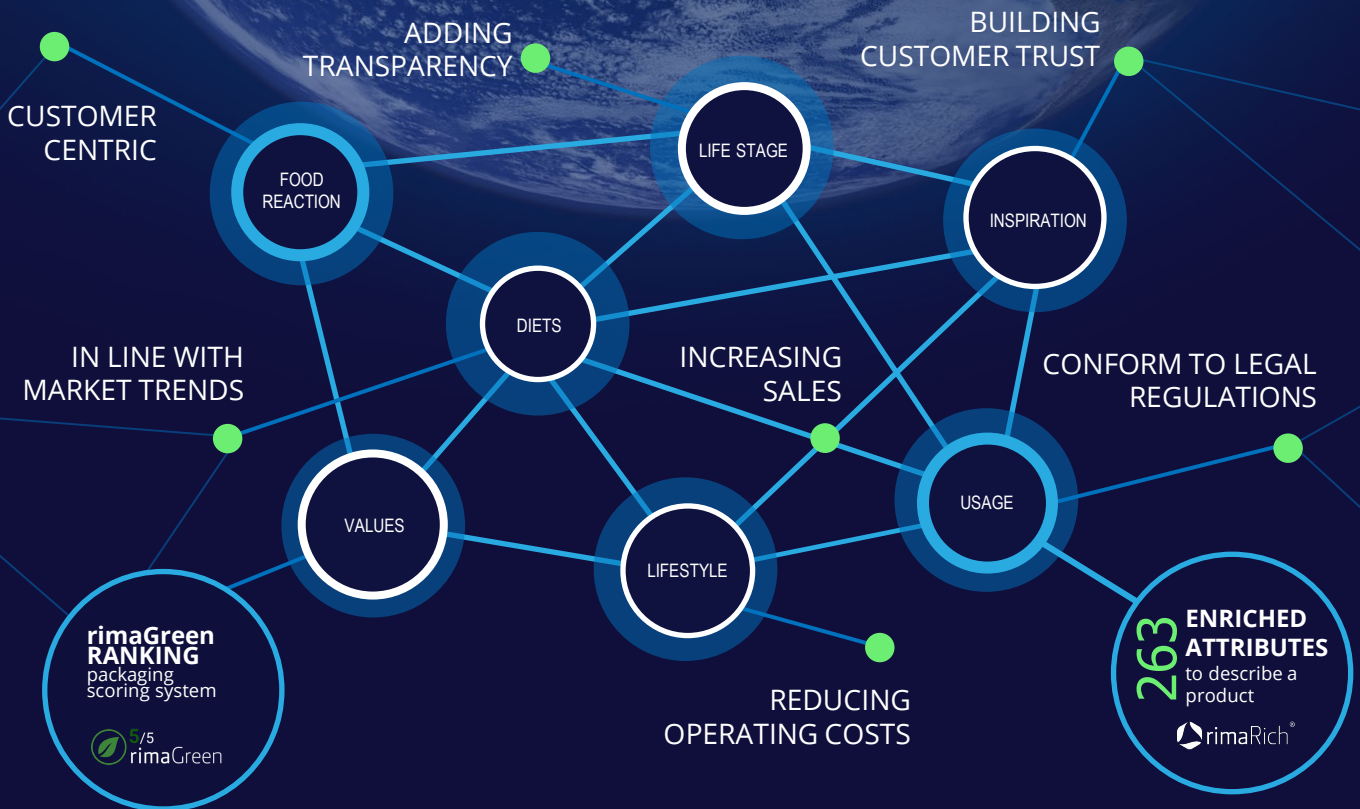
We can partner with you to strive to meet, and accelerate, your commitments to deliver a better planet for all.

THE BENEFITS

RICH PRODUCT DATA IS AT THE HEART OF EACH BUYING DECISION

- In line with the market trends and customers' evolving expectations
- Provides retailers with a differentiated and innovative customer-facing benefit whilst driving basket metrics
- Creates sustainable 'nudges' to assist retailers in achieving their sustainability goals and regulatory obligations.
- Provides sustainability insight at a basket/customer level
- Provides greater granularity of packaging insight to inform supplier dialogue
- Powers your search engines, product filters and product detail pages to enable your customers to more easily find the products they need.

*Our Product Enrichment Services power your digital channels to **deliver highly personalised shopping experiences, allowing your customers to Shop the Way they Want, thanks to our extensive health, lifestyle and sustainability data.***



Make an impact on your customer's life,
contact us for a demo now.



 **ivisgroup**
Identity Retailing Partners

info@ivisgroup.com

www.ivisgroup.com

