

Case study

Environmental management and sustainability policy



displayplan

What was the challenge?

Display Plan designs and supplies point-of-purchase display programmes for the retail sector. As their products are highly visible in retail premises, the quality and durability of their product is clearly crucial. But having a sustainable supply chain for its materials, and providing environmentally low impact solutions for clients, has also become increasingly important.

How did they address this?

Displayplan is clear about what it strives to achieve with its sustainability policy: “Our goal to achieve net zero carbon can only be realised with commitment from initial design thinking through to the whole supply chain.” This drives how the company plans each project from the outset, how they engage with their customers and how they choose and monitor their suppliers:

Measuring – embedded carbon content of retail display components

Reducing – levels of embedded CO2 to hit specific targets

Designing – for disassembly – to maximise the ability to recycle materials at end of life

Offsetting – carbon where embedded emissions can't be reduced

What was the outcome?

This approach has not only won Displayplan awards for constantly evolving and reducing the carbon footprint in their solutions, including a POPAI* sustainability award for their work with Pepsico, but has also helped drive success during two very difficult Covid years for retail.

*Point of Purchase Advertising International

Displayplan is still held in YFM's portfolio having grown its revenues to £18m in 2020.

