



How We Helped a Grocery Brand Cut Plastic Waste with a Full-Service Sustainability Transformation

Background

A forward-thinking grocery brand in India approached us recently seeking to reduce their reliance on single-use plastic packaging. While not a full plastic overhaul, they needed targeted support—particularly in reducing waste from specific packaging lines—without disrupting their supply chain or consumer experience.



Our Approach: A Full-Spectrum Sustainability Partnership, we launched a collaborative, phased transformation plan, blending practical interventions with strategic support across sustainability

Material Shift & Certified Packaging

We gradually substituted plastic in key areas (e.g., produce wraps and liners) with eco-certified alternatives: ISO 17088-compliant compostable bioplastics rolls and moisture hole bags. All materials were chosen for durability, aesthetic appeal, and verified end-of-life performance.

Supply Chain & Procurement Alignment

Working hand in hand with suppliers, logistics teams, and waste managers, we optimized packaging sizes, synchronized deliveries, and ensured compostability by enabling an in-house composting facility—all while maintaining cost-efficiency and operational flow.

Carbon Footprint & Lifecycle Assessment

We performed a carbon audit focused on targeted material streams. The results showed approximately 60–65% CO₂ reduction compared to the plastic-based alternatives previously used.

ESG Reporting & Team Workshops

Armed with measurable metrics, we helped the client integrate these improvements into ESG disclosures and customer-facing sustainability messaging. We also conducted employee workshops to educate staff on compostable packaging separation and customer queries.





Impact You Can Feel

A ~50–60% reduction in plastic use across the focused product lines within 8–10 months

~60 % decrease in CO₂ emissions attributed to those material changes

Certifications earned: ISO 17088, OK Compost & BPI for compostability

Positive social response: customers appreciated the subtle yet impactful shift, and store teams became enthusiastic ambassadors of sustainable packaging

Client Feedback from Director:

“The transition felt effortless—even though it was strategic and meaningful. We appreciated how the team helped us rethink key packaging zones without disrupting everyday operations. Our sustainability storytelling became genuine and data-backed, and we could see customers noticing the difference.”

A Shared Journey Toward Impact 🦋

This wasn't just a packaging update—it was a shared commitment. From initial planning to the rollout of new materials and team education sessions, we stood beside our client every step of the way. The resulting shift wasn't merely operational—it became a visible sign of purpose: a small yet powerful change, driven by shared values and built on trust.

If you're considering a similar targeted transition—or want help integrating ESG reporting, supply chain guidance, and certified sustainable packaging—we're ready to partner with you.

