

“Working with Valpak not only helped us achieve Zero Waste to Landfill Certification but also helped us identify opportunities to make further improvements” SuperGroup Plc

About the customer

SuperGroup launched the Superdry clothing company in 2003, a premium-quality brand of clothing, accessories, footwear and cosmetics. They now have 573 stores/ concessions and a physical presence in 45 countries



The challenge

Being a leading high street clothing brand, SuperGroup believe that not only is it important to demonstrate that they produce and sell premium clothing, but that they also do this in a sustainable and ethical way.

In terms of waste, SuperGroup has a strict Waste Management Policy that is based on following the waste hierarchy and managing its waste as far up the hierarchy as possible. All SuperGroup stores implement this approach.

In 2016 the global head office in Cheltenham decided to lead by example, and set to work on achieving sending zero waste to landfill.

With 13 different waste streams arising on site ranging from dry mixed recycle to food and fluorescent tubes, the challenge was firstly, to ensure all these materials could be prevented/reduced, reused, recycled or be treated by energy recovery. Then secondly, to get it all independently certified.

The solution

Valpak provided an independent Zero Waste to Landfill Certification service. This involved providing advice on achieving zero waste to landfill, conducting a site audit, documenting waste processes/reporting procedures and reviewing documentation/evidence to support zero waste to landfill.



The benefits

SuperGroup achieved Zero Waste to Landfill Certification in 2016. The benefits of this included:

- Being certified to a recognised standard
- Better management of waste resources
- Demonstrates its commitment to the environment
- Increased marketing opportunities

“At SuperGroup we strive provide a premium product to our customers, whilst ensuring our business operates in a sustainable way. Working with Valpak not only helped us achieve Zero Waste to Landfill Certification but also helped us identify opportunities to make further improvements.”

If you would like any further information on any of our services please contact us on **03450 682 572** or email info@valpak.co.uk