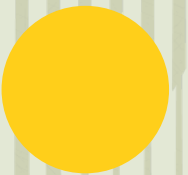




The  
global  
retail  
agency

# Removing Retail Displays Sustainably.





The background of the entire image is a dense, chaotic pile of shredded paper and plastic waste. The colors are primarily white and light grey, with scattered bits of blue, green, yellow, and orange. The texture is highly irregular and crumbly.

# Recovering Your Displays from Retail.

In an era where sustainability is paramount, retail brands face the challenge of minimising their environmental impact while maintaining operational efficiency. Our comprehensive solutions extend beyond merely removing retail displays; they are designed to effectively reduce the environmental footprint of your retail marketing campaigns. From the moment your brand assets are no longer needed in retail, we offer solutions to recover and discover new purposes for your materials, ensuring the best outcomes—whether through reuse, repurposing, or recycling.

This guide outlines essential practices for removing displays at the end of their lifecycle, addressing common challenges such as resource allocation, compliance, country regulations, and global logistical complexities. Managed with the same precision as installations but executed in reverse, our teams ensure that your display fixtures, components, and products are disassembled correctly and repackaged carefully. By doing so, we not only mitigate environmental consequences but also enhance your brand reputation and foster customer loyalty through responsible actions.



# Benefits of Display Removal & Sustainability Solutions.

Navigating the end of life for your retail displays and branded materials presents various challenges, from logistical complexities to sustainability concerns. Our services are designed to help you solve these challenges, ensuring that the removal process is not only efficient but also enhances your commitment to sustainability.

By choosing our display removal solutions, you ensure that every end-of-lifecycle challenge is not only met but turned into an opportunity for brand enhancement and operational improvement.

1.

## **Cost-Effectiveness :**

Local partnerships and material optimisation lower costs and waste fees.

2.

## **Expertise & Efficiency :**

Skilled professionals ensure safe and efficient display disassembly and removal.

3.

## **Recycling & ESG Compliance :**

Ensures responsible recycling, brand protection and adherence to local / national legislation.

4.

## **Innovation & Brand Image**

Sustainable solutions enhance brand perception and marketing impact.

5.

## **Global Reach :**

A trusted network enables seamless removal and processing worldwide.

6.

## **Sustainable Reporting :**

Transparent documentation ensures compliance and minimises environmental impact.

7.

## **Extended Lifecycle:**

Reuse and repurposing reduces waste and the need for new materials.

8.

## **Social Value:**

Repurposing and donating materials supports local economies and social initiatives.

# Working beyond retail.

We are 100% committed to reducing the impact retail marketing campaigns make on the environment and our resources.



## Removal :

Our global recovery teams protect and remove valuable branded materials with consistency and speed. Operating in 65 countries, we provide a single point of contact for seamless retail campaign removal with minimal disruption.



## Repurpose & Reuse :

We reuse materials and products wherever possible. We've turned retail play tables into furniture for schools, repurposed technology products to charities and upcycled fabric graphics into new wearable products.



## Recycling :

When displays or their parts cannot be reused, we will recycle materials as far as possible. We operate a network of in country specialist recyclers to minimise the volume of materials recycled, with a zero waste to landfill target.

# Regifting – Case Studies.

## The Objective

Tasked with updating product displays across 99 Dixons UK stores, we faced the challenge of preventing 168 smart-video devices from becoming obsolete.

Proactively, we sought solutions to repurpose this technology for charities and organisations in need.

## The Solution

Our team at 100% refurbished the recovered devices at our Manchester warehouse, with technicians carefully removing brackets, reformatting content, and cleaning each unit to prepare them for reuse.

In partnership with **The UnConnected**, an organisation dedicated to bridging the digital divide, we donated the devices to **Runwood Homes**. This initiative enabled elderly residents to stay connected with their loved ones through video calls.

## The Results

With support from Runwood Homes' technical team, each care home was equipped with a video-calling device, seamlessly connected to their WiFi.

*"TheUnconnected.org appreciated partnering with 100% to repurpose smart-video devices for elderly citizens. By working with Runwood Care Homes, we helped residents stay in touch with their families, significantly improving their well-being during Covid isolation."*— Ben, The UnConnected

*"Loved the initiative; you are the only global vendor who has presented ideas like that."*— Client feedback





# Checklist: Essential Factors for Sustainable Display Recovery.

As brands strive to be more sustainable in delivering products to retail, the removal of displays presents a unique set of challenges and opportunities. This checklist has been meticulously designed to guide you through the critical factors that ensure the sustainable removal of retail displays.

## Reporting and Certification:

Ensure all removal and disposal methods comply with local, national, and international environmental regulations

## Delivery:

Ensure the timely delivery of items to their intended destinations, such as recycling centres, brand facilities, or charity recipients. Document the journey to share with stakeholders

## Stakeholder Engagement:

Communicate with all stakeholders involved in the display lifecycle to ensure alignment with sustainability goals. Secure their sign-off for the project to maintain clarity and transparency.

## Partner Collaboration:

Engage with recycling and disposal partners who adhere to environmental standards for responsible handling. Explore specialist options, such as working with organisations like [Touch Wood](#). (Touch Wood is a workshop & reclaimed wood store.)

## Inventory Assessment:

Catalogue all materials and components prior to removal. Conducting a site visit to survey and document materials ensures an accurate inventory and supports maximising reuse and recycling.

## Condition Evaluation:

Assess the condition of display components to determine their potential for reuse or repurposing. Evaluate factors such as assembly methods (e.g., glued or fixed elements) to gauge the feasibility of disassembly and reuse.

## Second Purpose:

Explore opportunities to extend the life of components through reuse, repurposing, or regifting. Work closely with creative teams to develop innovative ideas and involve stakeholders in selecting the most suitable solution.

## Recipient Selection:

Research and identify local or international charities that align with your brand's preferences and the second purpose. Choose partnerships that maximise social impact and reinforce your sustainability values.

## Material Segregation:

Separate materials by type—such as metals, plastics, and electronics—to streamline recycling and ensure efficient processing. Partner with your recycling centre or collaborators to optimise this step.



# We are 100% committed to change.

Through our passion for retail we aspire to make a positive impact on both people and the planet to help build a more sustainable future. We're dedicated to minimising the impact retail marketing campaigns make on the environment, and committed to making life and lives better for our customers, team, global supply chain and community. We firmly believe that everyone has a role to play, and as a collective, we're 100% responsible for change.



## Rethink

Collectively we have a responsibility to RETHINK retail marketing and its longer-term consequences on the planet. Together, let's think with a circular mindset to maximise your brands impact in-store whilst designing out waste and single use materials.

## Reduce

Our rethink methodology, combined with Second Purpose services is designed to REDUCE the environmental impact throughout every stage of your route-to-market when implementing retail experiences.

## Report

We believe that all actions and improvements are driven by data and the ability to REPORT on project impact. 100% are committed to providing you with real time insights, enabling you to repeat, improve or rethink how you deliver your campaigns.

To measure the impact we make, we partner with several recognised bodies and standards.



Can we rethink retail for the better?  
**UNDOUBTEDLY!**

Will your next campaign benefit  
from our vast experience and  
centrally managed solutions?  
**100%**

Ready to bring your vision to life?  
Let's discuss your next project and  
embark on the journey together!

To discuss your next project,  
contact our team:

