

Asda holds pack forum for Women's Institute

25 May 2007

Asda is to play host to 200 Women's Institute (WI) members in June to debate retail packaging.

Each WI member has been asked to bring along two examples of packaging they consider to be "excessive" to be analysed by the retailer's packaging technologists on the day.

The event, at Asda's Leeds headquarters on 12 June, comes after months of campaigning by WI members against packaging.

It has been arranged by Asda packaging buyer Shane Monkman and the WI's Jean Sheppard, who both spoke at Packaging Innovation seminars during this month's Total Processing and Packaging exhibition.

It will feature presentations from Asda chief executive Andy Bond, Packaging and Films Association chief executive David Tyson, and mem-

bers of Asda's packaging and corporate social responsibility teams.

Packaging Federation chief executive Dick Searle will sit on a panel for an afternoon question and answer session.

Monkman said: "The WI has done some fantastic campaigning and moved the debate on, but we also recognise we need to do more to educate the WI."

He said a "more collaborative approach" from retailers, the government and industry was needed to address concerns on packaging.

Searle said the event sounded "extremely constructive".

Earlier this month he hit out at retailers, including Asda, that had failed to respond to a letter he sent.

Asda has since replied, but Searle still has not heard from Sainsbury's, Waitrose and Morrisons, although he has secured meetings with Tesco and Marks & Spencer.