

The UN, the European Union (EU) and a number of environmental organisations have already declared that the climate emergency cannot wait any longer. **Our planet is living on borrowed time and that implies ramping up activities geared to preservation.** Fortunately, society is fully aware of the situation, and does not hesitate to choose the brands that are most dedicated to sustainability. It is an increasingly growing demand that the players involved cannot ignore. Moreover, we are not just talking about packaging: a focus has also begun to be placed on other components such as **supermarket carts**.

Plastic: a priority objective

Plastic is now one of the materials that most needs to be reduced, something that is relatively simple: you will help the planet merely opting for reusable or returnable containers. According to data published by Greenpeace, 12 million tons of plastic ends up in the seas every year. In other words, this **accounts for 80% of marine pollution.** Figures society now intends to fight with increasingly specific initiatives.



Meanwhile, and for reasons such as those set forth above, the aforementioned green organisation has created a **'Supermarkets against plastic ranking'**, in which consumers can find data and specific measures implemented by these establishments to combat the use of this material.

Basically, an analysis is conducted of the indiscriminate use of single-use and returnable containers, the quality of bulk sale and the fight against product packaging. However, sooner or later other common components in a supermarket's ecosystem should also contribute to the development of these rankings. **We are talking about recycled self-service shopping baskets and trolleys.**

Supermarket trolleys and recycled plastic: the perfect match



Shopping with all kinds of reusable bags, or bags that have already been used on previous occasions, is an excellent idea. However, the time has come to raise public awareness to the fact that we can also contribute to this battle by selecting supermarkets that have invested in **far more sustainable self-service trolleys**.

Back in 2010, the Araven ShopRoll shopping trolley showed that this kind of product has a niche in the market. Indeed, the one million units sold mark was achieved in 2019, which can be translated as the total reuse of **533,000 kilos of plastic**. The impressive figures don't stop there: this has prevented the release of 800,000 kilos of CO₂ into the atmosphere.

Now, just when the planet needs it most, it's time **to invest in recycled supermarket trolleys**, proving that the retail sector can also exploit the principles of the circular economy to the fullest.

Oceanis is here

Araven, a market leader in the design and manufacture of shopping baskets and trolleys, has launched its new Oceanis line, which stands out for its renowned products (ShopRoll and Loop) manufactured from **recycled marine plastic**. Both the Oceanis range supermarket baskets and trolleys will comprise **25% recycled plastic**. In addition to giving a second life to many of the materials that end up at the bottom of the sea, threatening the existence of thousands of species, the recycled self-service trolleys will specifically help reduce CO₂ emissions, due to the fact each kilogram of virgin polypropylene is equivalent to 2.5 kg of CO₂, which in the case of recycling is reduced to 0.3 kg: or 80% less.



The promotion of compliance with the SDG

Choosing the Oceanis range does not only mean investing in supermarket trolleys produced from recycled plastic. It will also significantly help businesses to meet their Corporate Social Responsibilities, more specifically the goal of “significantly preventing and reducing marine pollution of all kinds”, one of the **UN Sustainable Development Goals**. Furthermore, this initiative raises awareness among customers, while enhancing the image of the business and generating loyalty.

plastic change

The direct benefits of Oceanis also include the fact that **Araven donates part of the profit from each sale to the NGO Plastic Change**, an accredited organisation in Europe dedicated to the management of plastic waste. The work conducted by Plastic Change includes educational programmes, waste collection activities, such as World Cleanup Day (held worldwide on the third Saturday in September), and the promotion of environmental policies at European level.

