

RETAILER

5 insights for sustainable
products

INSIGHT 1

Immediately a more sustainable store

The best way to immediately make your store more sustainable is to add proven, sustainable products with a high turnover potential.

Benefits

- Reduce risk
- Prevent image damage
- Improve your sustainable image
- Sustainable sources of income

INSIGHT 2

Expand the market

The market is often regarded as an established fact. However, if you step into relevant innovations in a timely manner, you can benefit from the emergence of new markets in which there is still little competition.

Benefits

- Easily capture market share
- Immediate profitable sale
- Build an innovative image

INSIGHT 3

Optimization

Introduction

The chance of success of your sustainability increases considerably when the product adds functional properties that the non-sustainable product does not possess.

Example: Kratiste supplies bio-clips with the natural climbing pole, so that the customer no longer has to look for wire in the shed.

By adding unique features you introduce a new product category instead of an optimization.

Benefits

- Easily capture market share
- Immediate profitable sale
- Build an innovative image

INSIGHT 4

The winning formula

Every consumer has a need to buy sustainable products, with some exceptions.

The objection to opting for non-sustainable is often the lesser experience, for example with food, or the high price point. Look for products with a unique, improved experience in combination with an (almost) equal price point.

Example: Kratiste's natural climbing poles do not contain any (micro) plastics, which means they provide a better experience. In addition, the plants have more grip, so that the consumer produces more beautiful plants. And they cost the consumer the same as the plastic variant.

Benefits

- Better customer experience + equal price = winning
- Build additional customer loyalty

INSIGHT 5

Avoid the pitfalls

Pro-active business management does not mean that you seek out (unnecessary) risks. Waiting until a sustainable product is risk-free can also be a risk. Because this makes your timing very important. If you are just too late, you will miss the boat. Therefore, look carefully for opportunities without risk with maximum turnover potential.

Example: With the natural climbing sticks, Kratiste offers a product without spoilage, decent profit margins and without hassle. Kratiste even pays for the €150 POS display for you, complete with merchandise delivered via your exporter!

Benefits

- Minimum effort, maximum potential
- Instantly capture market share
- Tap into new, younger target groups

START
Today

Order your Point Of Sale
at www.kratiste.com/retail
! Limited availability !