



Focus areas

- You can find specific details in different text types.
- You can express yourself in writing according to intent, receiver and situation.
- You can present facts and opinions on the topic of plastic.

Case: Salling Group

Salling Group is Denmark's largest retail group and serves 11 million customers per week. With grocery stores in three countries, webshops, department stores, coffee shops, restaurants and as a supplier of meal boxes in the whole country, we are involved in the lives of millions of people every single day.

As the biggest Danish grocery retailer, Salling Group has a responsibility to minimize the plastic pollution, as it is threatening our environment. That is why Salling Group is working hard to reduce the use of unnecessary plastic and to ensure that plastic is reused or recycled and does not end up in nature.

Some of the goals are for all of Salling Group's own products to have 100% recyclable packaging, and that the amount of packaging is reduced by 30% by 2023. Salling Group's 10 Plastic Packaging Principles set the course to ensure that these goals are achieved. You can read more about them here: <https://en.sallinggroup.com/responsibility/sustainability/plastic-packaging-principles/>

In this assignment, you must help Salling Group make sure that a potential supplier follows the Plastic Packaging Principles.

Assignment 1: Mail from supplier

A potential supplier has sent you a mail regarding a new product that it wishes to sell in Salling Group's stores. This is the mail:

Dear Salling Group

I am glad to contact you. This is Plastic Primadonna from Italy, the biggest factory in Italy producing recyclable plastic bags for fruits and vegetables. We are offering you a bag that can contain five kilos of fruits and/or vegetables and if the customer handles it right, it can be used up to 50 times. The bag has dimensions 38x30 cm.

We have already received positive feedback from our current customers and for that reason we are already suppliers to some of the biggest supermarkets in Europa with huge success. Soon we are ready to enter Asia.

The bag consists of two parts: the bag, which is the main element and is made of polypropylen (PP), and a string of polyethylen (PE) to lace it up. The string is incorporated in the bag and to separate the two parts, you need to cut up the bag. The design immediately makes you think about sustainability, as we have printed a paper label with a message stating "ready for recycling".

I hope you find our concept interesting. We are ready to visit you in Denmark. Hopefully, we can build a strong cooperation.

We see a huge potential in a partnership, as we share the ambitions on sustainability.

Best regards

Beatrice Romano, CEO

Plastic Primadonna

Write a reply to the supplier. Your reply should have the following structure:

1. Start your mail with “Dear Mrs. Romano”.
2. Express your gratitude to the supplier for its interest in Salling Group.
3. Explain where the supplier breaks the plastic principles and why it needs to follow them. You can find the list of plastic principles here: <https://en.sallinggroup.com/responsibility/sustainability/plastic-packaging-principles/>
4. Suggest an alternative packaging solution.
5. Suggest that the supplier contacts you again if it needs more information.
6. End your mail with “Best regards” followed by your own name and the title “senior category buyer”.

Assignment 2: The eleventh principle

Salling Group's work on minimizing plastic pollution is a continuous effort.

Suggest an eleventh plastic principle that Salling Group should include in their list. Provide at least one argument for your suggestion and make sure that the principle does not conflict with the other ten.