



SESI Refill Station Brochure

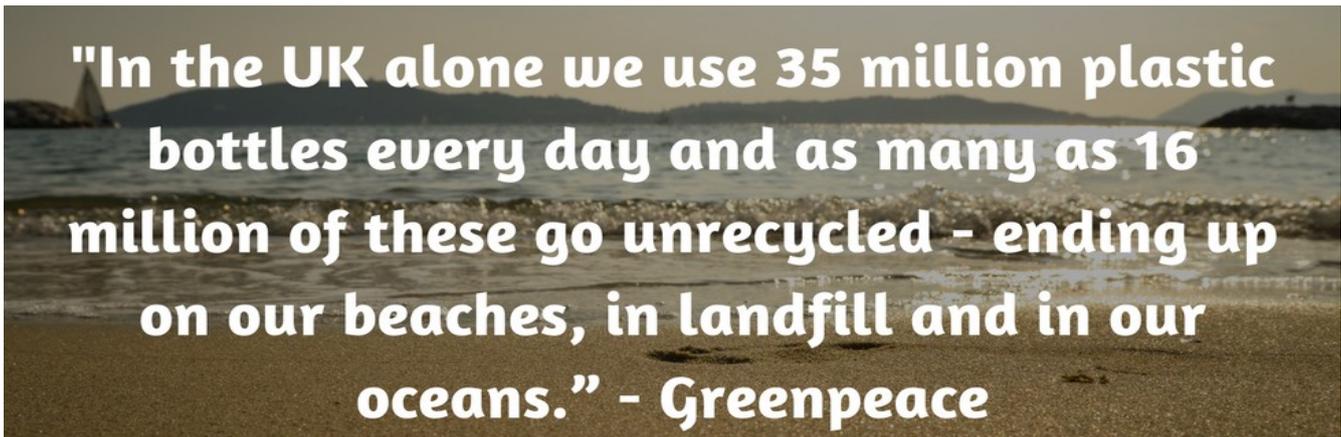
Become a partner

SESI is inviting CAGs, community groups, village shops and student groups to become a SESI partner and run a Refill Station from your premises, market or local hub.

If you're interested in becoming a SESI partner, contact:

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"In the UK alone we use 35 million plastic bottles every day and as many as 16 million of these go unrecycled - ending up on our beaches, in landfill and in our oceans." - Greenpeace

What is SESI?

SESI is a social enterprise which supplies organic, fair-trade and local food, as well as sustainable detergents by refilling reusable containers and bottles. We help people reduce their packaging waste and the need to recycle with the aim of promoting the circular economy.

By buying our products wholesale in bulk or directly from the producers, we are able offer affordable prices for customers, because we believe that sustainable food should not be a luxury.

We run regular stalls and refill stations at the East Oxford Farmers Market, The Talking Shop in Sandford-on-Thames and the Cultivate VegVan at the Rusty Bicycle.

Since we were established in 2006, we have refilled more than 40,000 plastic bottles with the help of Oxfordshire residents. As a social enterprise, we re-inject funds into broadening our product list and branching out to create new partnerships and Refill Stations.



What is a SESI Refill Station?

Our Refill Stations are self-service, pump dispensers offering household detergents at a fair price, without the waste packaging. Customers can bring their own bottles to be refilled with:

- * Washing up liquid
- * Laundry liquid
- * Fabric softener
- * Cream cleaner
- * Multi surface cleaner
- * Glass cleaner
- * Toilet cleaner
- * Dishwasher Rinse Aid
- * Hand soap

The Refill Stations are easily portable 15L tubs on wheels and have a clever mechanism to avoid messy spills. Because of our commitment to the circular economy and community, they are also made using reclaimed wood and paint by our local partners, **Bicester Green** and **Orinoco**. SESI is also developing a self service dispenser suitable for 2 x 5L products.

The barrels and tubs used for distribution are all returned and refilled, which ensures a zero packaging waste supply chain from factory to householder.



All of our products are:

- * Palm oil and paraben free
- * Vegan and not tested on animals
- * Biodegradable and non-toxic
- * Made by independent family firm in the UK
- * Cheaper than branded supermarket products

Price Check!

SESI Non-Bio: £2.50 per litre

Ecover Non-Bio: £3.34 per litre*

*Price on Tesco.com 3/2/17



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Become a SESI Refill Station Partner

SESI is inviting CAGs, community groups, village shops and student groups to become a SESI partner and run a Refill Station from your premises, market or local hub. Not only will you be able to provide sustainable detergent without the waste package to your local community, your group will also be able to generate a reliable income from the sales to invest in your projects.

We will supply a start-up kit for you to set up your own Refill station including:

- * Detergent dispensers.
- * An initial supply of SESI's own brand detergents in 15L or 5L drums.
- * Publicity materials including leaflets, posters, and ingredient information.
- * A supply of empty bottle for new customers.
- * Stickover labels for refilled and new bottles.

How to run your own Refill Station

- * Find a good public location or regular event to host the Refill Station that is a community focal point with good foot-fall and will attract residents. If you do not manage the space or event, you may need to get permission from the owner.
- * Have access to a minimum of one square metre of ground floor, secure storage space to store the station when not in use and refill drums to top up the station.
- * Have a number of volunteers willing to service the station and take payments from customers.
- * Publicise your station in the locality with leaflets provided and via social media outreach.
- * Encourage people to donate collections of old empty plastic bottles to the Refill Station so they can be offered to customers as reclaimed bottles.

Typically interest and therefore sales will continue to grow for one to two years as word spreads and customers get into the habit of refilling and building the Refill Station into their shopping routine.



The Offer

- * SESI will loan up to four dispensers free of charge to new refill stations.
- * The aim of the refill station partner will be to generate at least 15L of sales per month. The details of this loan arrangement are contained in the *SESI Partner Agreement*.
- * Once the refill station is established and selling in excess of 15L of product per month per dispenser, more dispensers for more products can be made available.
- * Supplies of new bottles and caps in various sizes are available from SESI with the labels for all products at the cost price of 50p each. These are useful for customers that forget their bottles.
- * Prefilled labelled bottles can be supplied by SESI at the refill price + 50p for new customer trials (see the SESI Pricelist for prices)
- * We recommend that partners charge a 50p deposit on to the bottle so that customers will return the bottle for refilling.

Income

Typically refill station operators will earn a **30% margin** on sales on all products if they sell at the recommended retail price (see the current *SESI Pricelist* for more details).

At the target monthly sales of 4 X 15L of the most popular products, the total sale per month would be **£139.50 of which £41.85** would be the margin earned by the refill station operator. A large popular refill station can generate **5 times this income**.

Summary of the benefits

By becoming a SESI partner you are creating a sustainable social enterprise project which can help fund the other activities of your group.

As well as the financial benefits, running a Refill Station contributes to environmental aims of low carbon and environmental groups by:

- * Helping prevent the 2/3 of plastic consumer containers that don't get recycled and take tens of thousands of years to decompose or accumulate as 'microplastic' particles in the sea, ingested by fish and sea mammals.
- * Avoids the large energy and water consumption involved in recycling.
- * Supports and empowers the UK's growing network of social and cooperative enterprises and encourages local trading by consumers rather than relying on the supermarket sector for their domestic detergents.

