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37 Global Innovation Report July 2010

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37

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Ecosmile

Location_ via Centro 6, 37135 Verona, Italy

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Design_ Alberto Apostoli

Website_ www.ecosmile.it

94

In an effort to reduce excess packaging, part self-service store Ecosmile encourages customers to take products home in their own reusable containers. Ecosmile retails products from eco-conscious brands, from ecological cleaning solutions to Fairtrade coffee and biodegradable diapers. Brightly coloured stand-alone units clearly differentiate the various product lines. The orange unit dispenses home cleaning products, the blue units dispense washing detergents, the yellow ones organic fruit juices and the white stand houses a filtered-water tap. Digital screens above the units display information on the origins of the products. The store has successfully reached its €800 (\$986) per day revenue target, with no budget as yet being spent on advertising. A nationwide roll-out of 200 stores is planned for the next two years.



