

# GC3 Innovators Roundtable 2015

## GC3 Partnership Panel

### B2B Partnership Case Study

#### Thermal Receipt Paper

Presented by

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The logo for Wegmans, featuring the brand name in a black, cursive script font.

# Overview and outline

- The beginning
- The journey
- The now
- Lessons learned
- Next steps

*Wegmans*



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# The Beginning

- Wegmans was asked by a consumer group if our receipt tapes contained Bisphenol A (BPA) based on a national study that had just been published.
- Wegmans approached Staples with two questions about thermal receipt paper we sourced from Staples:
  - “Does the thermal paper currently being offered to Wegmans contain BPA?”
  - “If the thermal paper does contain BPA, then can Staples offer Wegmans a safer alternative without regrettable substitutions or sacrificing performance or value?”

*Wegmans*



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# The Journey

- Both businesses agreed:
  - To be as transparent as possible;
  - To take time to know, understand, and define the challenges and opportunities;
  - To recognize the value of common and uncommon collaboration.
  - To apply a prudent and orderly approach

*Wegmans*



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# The Now

- Two viable candidates are being evaluated:

Candidate A: New safer developer to replace BPA, BPS or other undesirable chemical developers.

Candidate B: New way of producing a thermal image without the use of a developer.

The logo for Wegmans, featuring the brand name in a black, cursive script font.The logo for Staples, featuring the word 'STAPLES' in white, bold, sans-serif font on a red rectangular background, with the tagline 'MAKE more HAPPEN' in a smaller, black, sans-serif font below it.

# Lessons Learned From This B2B Partnership

- Knowing and understanding is better than not knowing or ignorance;
- Transparency and disclosure is better than vagueness and obscurity in the eyes of the consumer;
- Informed action is better than comfortable inaction;
- Mitigating/reducing chemical hazards at design is better than managing exposure later;
- Making an orderly transition is better than abrupt reaction or an uninformed rush to an alternative!

*Wegmans*



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# Next Steps

- Staples will:
  - confirm performance and compatibility of alternative candidates;
  - finalize business relationships with candidate supplier or suppliers;
  - Present new alternative to broader Wegmans stakeholders for their consideration

*Wegmans*



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