



## CASE STUDY:

# DIRECT LINE GROUP BRISTOL CLOSE THE LOOP WITH COMPOSTABLES



DLG's key office in Bristol has switched to Vegware and joined Close the Loop, Vegware's trade waste collection service. Now, used Vegware is taken to a composting facility where it's turned into nutrient-rich compost.

## A SUSTAINABLE SOLUTION FOR PREMIUM FOODSERVICE

Direct Line Group has ambitious sustainability goals. By partnering with Vegware and its Close the Loop service, DLG has switched to plant-based packaging and is implementing real change. DLG decided to start that journey with their Bristol site, a key office with over 1,000 employees that opened in 2018.



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In the last 12 months, we've seen all the media coverage around plastics. It's heightened our aspirations to take a further step and we set ourselves a goal of becoming plastics free.

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**DIANE ILES,  
SUPPLIER PERFORMANCE MANAGER**

The company looked for a product that would meet the needs of the catering teams in their busy restaurants, as well help them reach their sustainability targets. Vegware catering disposables are made from plants and designed to be composted with food waste, yet are sturdy and stylish enough for premium foodservice.



## COMPOST FROM CATERING WASTE

Vegware's Close the Loop composting route made the ideal choice for recycling DLG's used Vegware and foodwaste.

Specialist support was provided by the in-house Environmental team at Vegware who worked with DLG every step of the way.

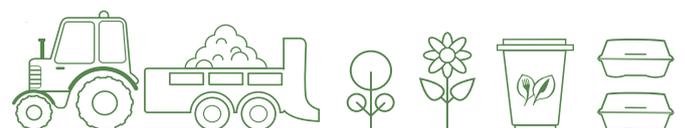
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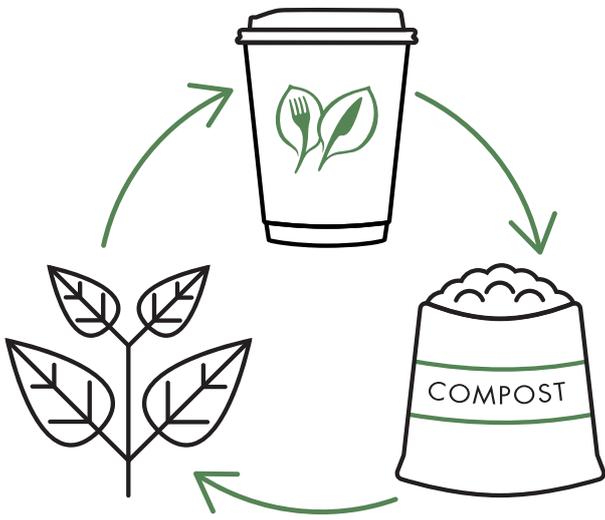
The support that was given to us by Vegware in terms of getting it right and getting the products right was second to none.

Once we had our external bins sorted, it was just a case of having Vegware on site to give us advice in terms of our communications. They did a walkthrough of the building with me and highlighted some key things that I hadn't thought about. Some simple things like where to place the composting bin and what order they should be in. So that was really fantastic.

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**CHARMAINE MCBETH,**  
MAINSTAY FM, GUEST SERVICES MANAGER





**vegware**™  
CLOSE THE LOOP

## INNOVATIONS FOR A CIRCULAR BRISTOL

With Close the Loop, DLG knows that waste is processed locally, and the compost generated is used on local farmers' fields. Employees at their Bristol office are proud to be part of an innovative solution that improves sustainability in their city.

“

I think Vegware is a great initiative, particularly in Bristol because they can get really involved in Close the Loop. So, the more businesses in Bristol that can get on board the better and if that can be spread throughout the UK, then that is the best thing for our environment and the best thing for our world.

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**CHARMAINE MCBETH,**  
MAINSTAY FM, GUEST SERVICES MANAGER



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