



Customer Case Study

**ALDO**

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**Supporting the first climate  
neutral footwear company  
to streamline operations**

# Passionate about people and the environment since 1972

**From humble beginnings in a single shop in Montreal, founder Aldo Bensadoun had a vision to become the best shoe retailer in the world. Five decades later ALDO have a presence in more than 100 countries.**

In the UK the ALDO brand can be found in destination shopping venues such as Oxford Street, Lakeside and Bluewater as well as a thriving online business.

ALDO's use of innovative materials and environmentally conscious initiatives to lower carbon emissions has always been an important part of how they do business. ALDO are focussed on continuing to optimise the way they create, produce, package, ship and sell footwear, handbags and accessories around the world.

With a commitment to be Net Zero by 2050, the team are constantly looking at ways to reduce impact by sourcing more responsibly and reducing waste – one step at a time!

## The Challenge

ALDO aims to achieve carbon net zero by 2050 as part of its global sustainability commitment. ALDO UK is contributing to this goal by looking for ways to drive new initiatives that promote and grow sustainable practices across its stores and partner network.

**By 2030, we aim to cut carbon emissions by 30% per pair of shoes**



And at a store level, ALDO wanted to understand if there was more that could be done to further streamline their processes to increase efficiencies around procurement of their operational consumables to support future growth.

The current set-up was a mix of late or incorrect deliveries that took staff away from the shop floor on a daily basis to deal with issues or they were forced to search for replacement suppliers from various other, often costly, sources. This resulted in inefficient spending and the reduced focus on their priorities of customer care and the front of house experience.

## The Solution

We spent time with the teams on the ground to understand more about these challenges, with store staff receiving their consumables from a number of different suppliers resulting in disruptions throughout the day.

It was clear that a move to a centralised ordering platform would bring about those much needed improvements in supply, making procurement of operational consumables easy and reliable with planned deliveries of exactly what was needed and when.

Their decision to implement MyAcopia meant that they would benefit from:

- Live insights on spend – full access to see and review all spend in every store
- Data driven decisions – cuts the waste with the right consumables to the right location
- Integrated operations – aligns procurement, warehousing and OTIF
- Budget setting that works – different limits for every store
- Reduced admin – frees up resources
- Reduced carbon footprint – reduced emission through greener logistics







## The Results

MyAcopia has been instrumental in transforming how operational consumables are now procured at ALDO moving from an unpredictable, time and money hungry activity to a defined and controlled process.

Mark Swinden UK Operations Manager described the partnership with Acopia as **“the answer”** for streamlining their in-store operation and contributing towards a more profitable business.

Gone are the days of constant interruptions and scouring local shops or trawling the internet for operational supplies. Instead, the store teams are enjoying ordering from an approved product list from their set monthly budget.

And with greener logistics ALDO have benefited from a reduction in carbon footprint as well as spend due to better understanding of stock levels due to MyAcopia, providing a solid foundation for continued financial and environmental savings.



MyAcopia has everything a retail store could need to assist them day to day - from toiletries and cleaning products to filing cabinets and ALDO branded bags. We don't pay for storage or delivery and orders hit our stores in 24 hours. Now, when I go to a store, I can find a pen, the staplers have staples, and the toilet even has toilet paper! It's a miracle.

Stores save time and it has greatly reduced our overall costs vs daily spend at expensive supermarkets. I still need to convince the teams that they don't need to order 20 yellow fluorescent highlighters 'just in case' on every order but that's part of the store training plan!

Mark Swinden, UK Operations Manager, ALDO

