



Customer Case Study
Saltrock



**Delivering Sustainable Retail
Solutions for Saltrock**

A passion for protecting the environment

The Saltrock brand was born from the love of the sea and nature. This passion for the environment and an outdoor lifestyle was the catalyst for the UK's most successful and well-known surf brand.

From their humble beginnings back in 1988, respect for nature and the environment has always been an integral part of the business. Saltrock are just as committed today with their journey to a more sustainable future.

Remaining true to this vision and values, Saltrock are proud to create durable clothing that minimises environmental impact. Initiatives such as producing tees made from recycled cotton and taking part in activities such as regular beach cleans - this demonstrates their commitment to the environment and sees Saltrock constantly innovating and wanting to drive more sustainable practices right across their retail network.

The Challenge

Initially Saltrock were looking for a stationery supplier that would be responsive to their needs, shared their passion for sustainability, as well as being able to deliver real value across the business.

Acopia looked beyond this immediate need to see if there was scope for delivering wider reaching benefits such as process improvement, enhanced cost control and more eco-friendly procurement of their GNFR consumables.

The Solution

Acopia assessed Saltrock's entire GNFR consumables procurement process, providing a complete Process & Sustainability Health Check.

From this, we were able to determine opportunities for optimisation and produced a bespoke central procurement list for Saltrock's entire GNFR consumables requirements. This procurement list could be implemented across their entire retail estate of over 50 stores and accessed through our advanced customer procurement platform MyAcopia, used by over 1000 shops across the UK.



We were able to demonstrate the wide range of achievable benefits and key results to be gained from procuring through MyAcopia, including:

- Control of spend across multiple shops
- Budget setting that works
- Carbon footprint reduction
- Time savings freeing up resource
- Process improvement and optimisation
- Management reporting for informed decisions on future spend
- Easy procurement of sustainable and eco-friendly GNFR consumables
- Access to the latest product innovations
- Elimination of stockpiling and over-ordering
- Warehousing services

Procuring consumables through MyAcopia creates a ripple effect of sustainable efficiencies right across the business, helping to cut costs, freeing up resource and creating an improved instore experience for customers as staff are released to focus on store development and the customers themselves.





The Results

Working with Saltrock since early 2023 has seen the partnership grow from strength to strength with new products regularly being added to the Central Procurement List - always with a keen focus on sustainable options.

Being able to support Saltrock with a wide range of deliverables and benefits across a number of key areas of the business helps them to remain competitive and staying true to their values.



Having researched the market for a stationery supplier, we found that Acopia stood out from the crowd and were also able to deliver a lot more than just stationery. We love their morals and working ethics and they're great fit with Saltrock.

We found the transition effortless and the thing that stands out for us is the level of communication and care. The live chat questions are answered immediately, nothing is too much trouble and anything we request, Acopia always find a way to deliver for us and also come back with great suggestions too which is down to the care and experience Acopia provide.

Feedback from all our store managers has been extremely positive and they are just as happy as us to have a better and more streamlined way of working.

We feel the move to Acopia is one of the best things we could have done in terms of freeing up time, resources, warehouse space and streamlining our procedures and processes in head office and in stores.

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