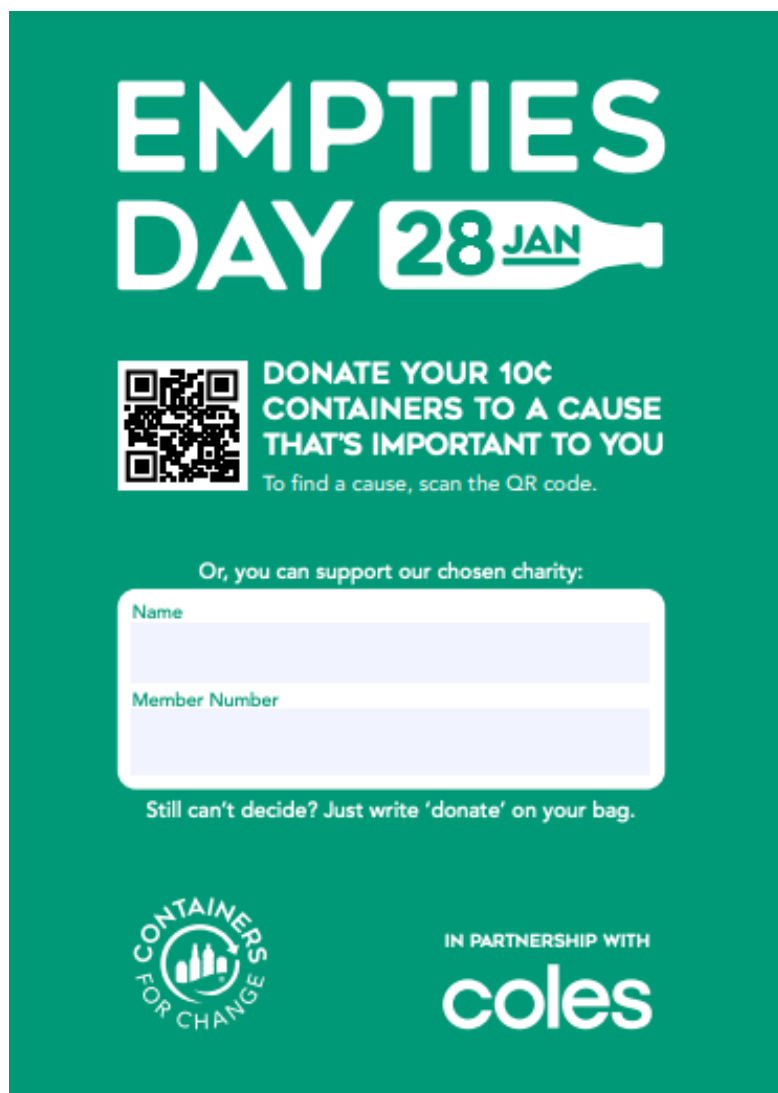


EMPTIES DAY

COLLATERAL & SETUP GUIDE



RPO Donate A3 Poster
Displayed at all times



Donate DL Flyer
If needed, you can supply these to your community/charity groups



BAG DROP/Donation bin A3 Poster
Only to be used at bag drops, can be displayed at all times



Generic Empties Day Poster
Displayed at all times



Empties Day Awareness Poster
Displayed from Friday 9 December until Coles bags run out. We will send a communication at this time



Empties Day Corflute
To be displayed at all times



I donated on Empties Day Sticker
To be handed out to customers on Empties Day after they donate their containers

EMPTIES DAY SETUP GUIDE



- With your A3 Empties Day posters, select a charity or community group to encourage customers to donate.
- Fill out their name and Member Number in heavy black marker so the text can be seen from a distance.

Corflute

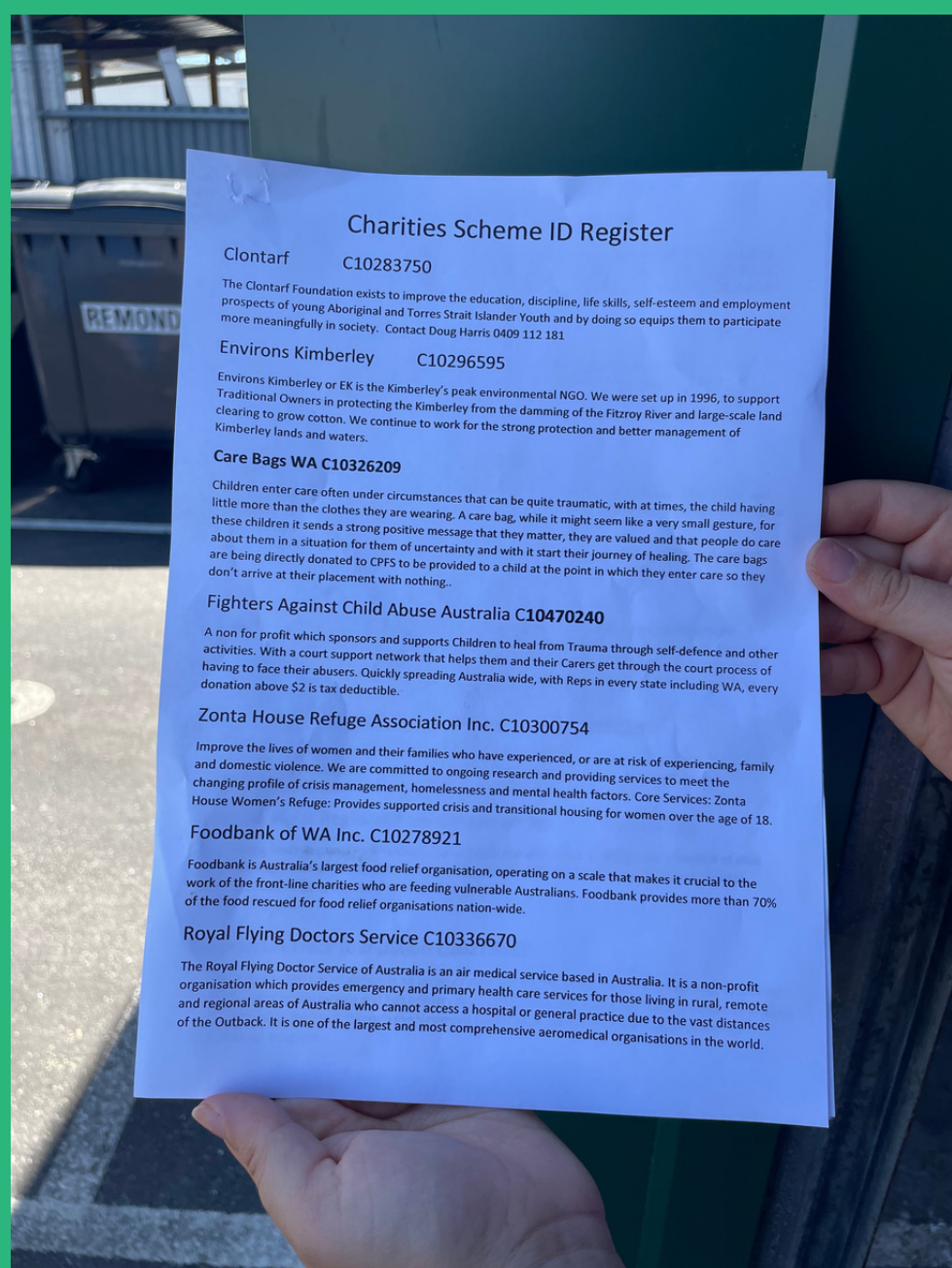
- Place an Empties Day corflute A-frame at the entrance of your refund point or at the designated bag drop site.
- If you have a vessel that you can use as a bag drop (e.g. IBC) ensure that it is branded with posters so customers can drop and run.
- Secure your posters with bluetac or double sided tape.



- **HOT TIP:** use a brick or heavy object to ensure that your corflute A-frame stays upright.



- Place another poster at your refund collection point so that customers can easily see it to quote a Member Number for their refund or donation.



- HOT TIP: create a list of charities or community groups that your refund point supports that customers can access quickly and donate to.
- Place this at your refund collection point.

POSTER PLACEMENT SUGGESTIONS



On the customer's journey through the depot (e.g. as they are waiting to drive through)



Service area/window



On the path to the refund window/machine