

# HANGER CASE STUDY

One area of focus for plastic reduction and circularity in our business is keeping our hangers in use.

We partner with an organisation that refurbishes and recycles plastic hangers so they, or the component materials, can be reused or recycled. But we know customers take hangers home, and they're thrown away, rather than reused or recycled.

So, in 2022, we ran a number of trials in stores to understand how customers would feel about a small charge that applies when they keep their hangers.

We trialled 10p, 20p and 50p charges, with any profit donated to the Keep Britain Tidy campaign.

We believe we're the first major UK retailer to apply a charge when customers choose to take hangers away for their own use.

We think it's a great step for the environment, and by keeping useful items in circulation, it helps us continue to offer great value to our customers.



## When buying clothes in Matalan, do you keep the hangers?

Never 31%

Sometimes 38%

Usually 15%

Always 15%

## What would you do on future trips if Matalan were to charge 10p for each hanger?

7%

"I would pay for the hangers"

83%

"I would leave the hangers"

10%

"I'm not sure"

## Tell us what you think

Get in touch with our plastic team to discuss our trial. We'd love to hear your thoughts and ideas.

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