

# INGENIOUS IDEAS DEPT.

## Going Green At Supermarkets

(NAPSA)—Many green-minded grocery shoppers know to cut their carbon footprint by bringing their own reusable tote to the store, rather than bagging their groceries in paper or plastic. But have you ever thought about the environmental cost of all those paper price tags and marketing messages on the shelves?

It's estimated that a typical national supermarket chain with 1,000 stores wastes roughly 50 million sheets of paper on tags and messages annually. Now, a revolutionary green technology may help change that.

It's a wireless system that sends messages to ultralow-power display screens used in place of paper signage or price tags. Developed by Altierre Corp., the electronic shelf labels entirely eliminate the need for paper overlays. The company says the system has the potential to save billions of sheets of paper as well as eliminate price inaccuracies and delays at checkout. But it could save shoppers cash as well.

Since electronic shelf labels allow grocers to change prices instantly, stores could offer specials or discounts based on shopper demographics. During hours that seniors tend to shop, for example, a grocer could discount heart-healthy products, or it could update displays with dinner ideas during the evening rush hour.

In the future, your shopping cart could display discounted items or remind you of an item you may have forgotten.

Keep an eye out for these new digital price tags at grocery stores as you try these additional



**New technology could eliminate grocery stores' paper price tags, helping save billions of sheets of paper.**

tips for thinking green at the market:

### Think Local

In the U.S., the average grocery store's produce travels nearly 1,500 miles between the farm where it was grown and your refrigerator, according to the National Farmers Union. Buying food that's been locally or regionally grown can cut fuel used on shipping and refrigeration.

### Think Natural

You can find natural versions of products ranging from dish detergent to moisturizers. Many of the products claim to reduce the amount of environmental toxins released into the air or water, or to help users avoid exposure to chemicals.

### Recycle

Pack your car before you go to the grocery store—with recyclables. Many markets now have recycling centers that let you return bottles, cans and, yes, even plastic grocery bags. For more information, visit [www.altierre.com](http://www.altierre.com).