whywaste
Swap your food waste for profit

Whywaste was founded in 2016
Since then, a lot has changed

1 Simple solution
in **1** Country
for **1** Retail chain

Full portfolio of store solutions
developed **together** with retail chains
in **18** Countries
for **40+** Retail chains

We help you fight waste with an end-to-end solution that solves all challenges for products with expiration dates

Advanced Date Checking

What is it?

App on your device that identifies and keeps track of products that are about to expire

Benefits

50-80% faster date checking routine for the stores

Ensures you'll find all products that might expire on your shelves

Dynamic Pricing

Algorithm that sets the optimal discount price for products close to expiration

Up to 20% more money from discounted products

Most popular starting solutions

Product Marketing

Software that automatically promotes soon-to-expire products on in store screens or on popular consumer apps

Increase sales of products that are about to expire

Show your customers that you care about reducing food waste

Donation Platform

Platform that makes it easier donating any surplus food in your stores

Makes it easy to give away food and to fulfill any traceability requirements you might have

Saves time for your stores

Business Intelligence

Dashboard and analytics tool that shows compliance and delivers insights

Ensure all your stores are compliant and find "problem" stores

Find products and categories that drives your waste

Combined that means a typical chain of 200 stores save a lot of money

$5-10mil
less waste

17%
more revenue from discounts

50 000
labour hours saved

1 000%+
return on investment

* On average, depending on size of store and way of working

And it's used by major retailers

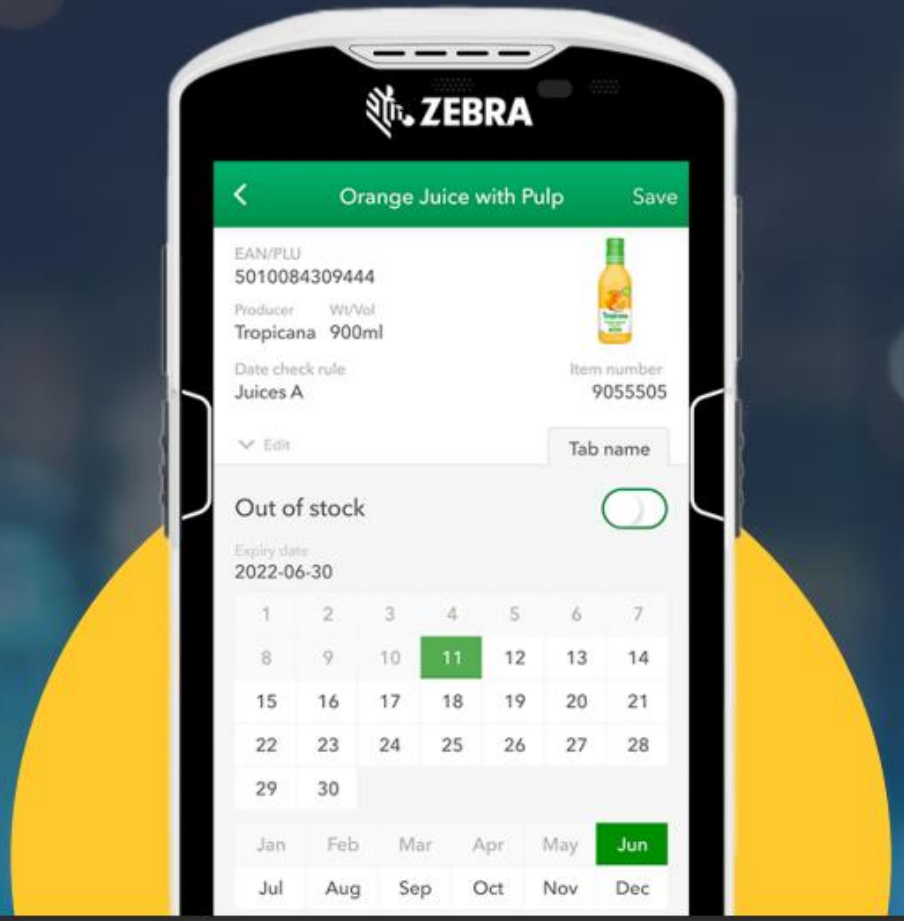
A family that keeps growing

Make your date checking a lot easier with the Advanced Date Checking app

Spend **50-80% less time** checking dates

That's great, but how?

The app keeps track of all the shortest expiration dates in your store. So with the app only need to check products that might expire. **By doing fewer checks you save a lot of time.**

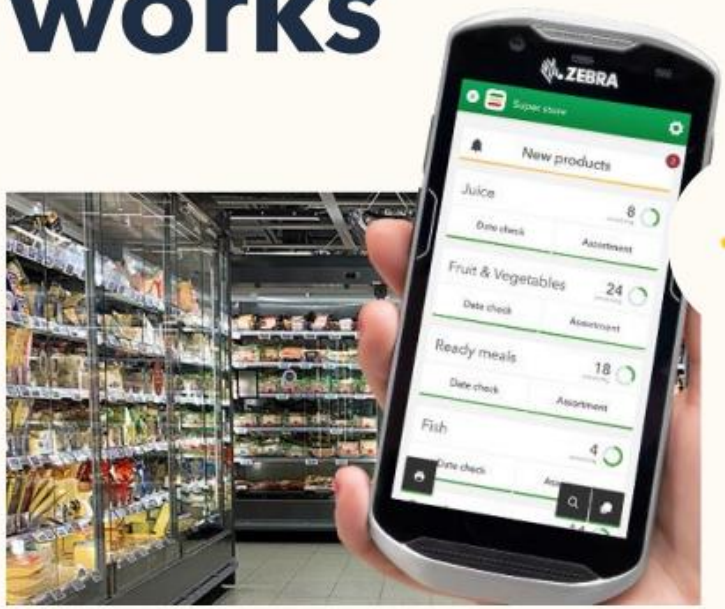


Reduce food waste by **up to 40%**

How is that possible?

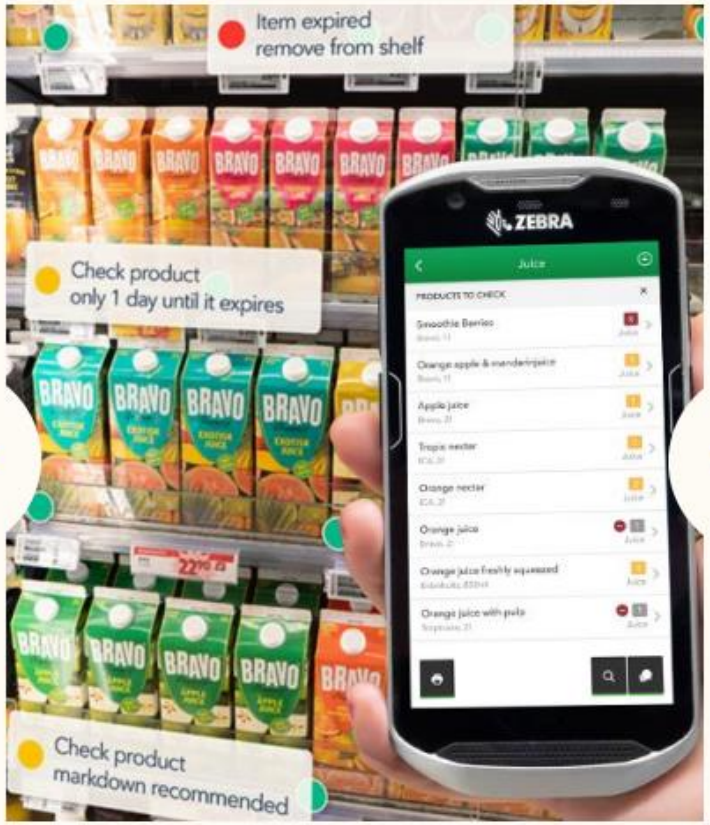
The app ensures you never miss a product that might expire. By always marking down your products in time a lot **more products gets sold** instead of wasted.

How it works



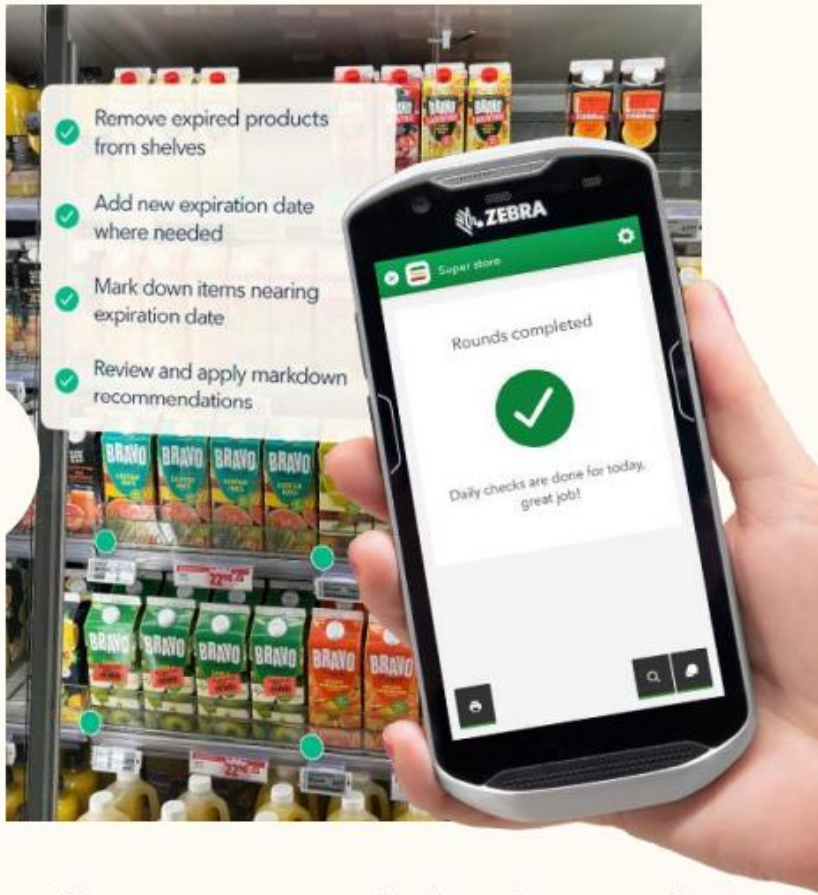
Each department get a daily round with prompted products to check

Each responsible person gets a round that covers their departments with products to check on a daily basis. The use of different departments allows multiple people to use the system at the same time.



Store colleagues checks a list of products that might expire

The app prompts a colleague with products to check. They go to each product to see if the expiring product needs an action (such as a markdown) . If not they update the system with the next shortest expiration date. It is laid out in a way that mirrors the store layout. So they don't have to walk back and forth.



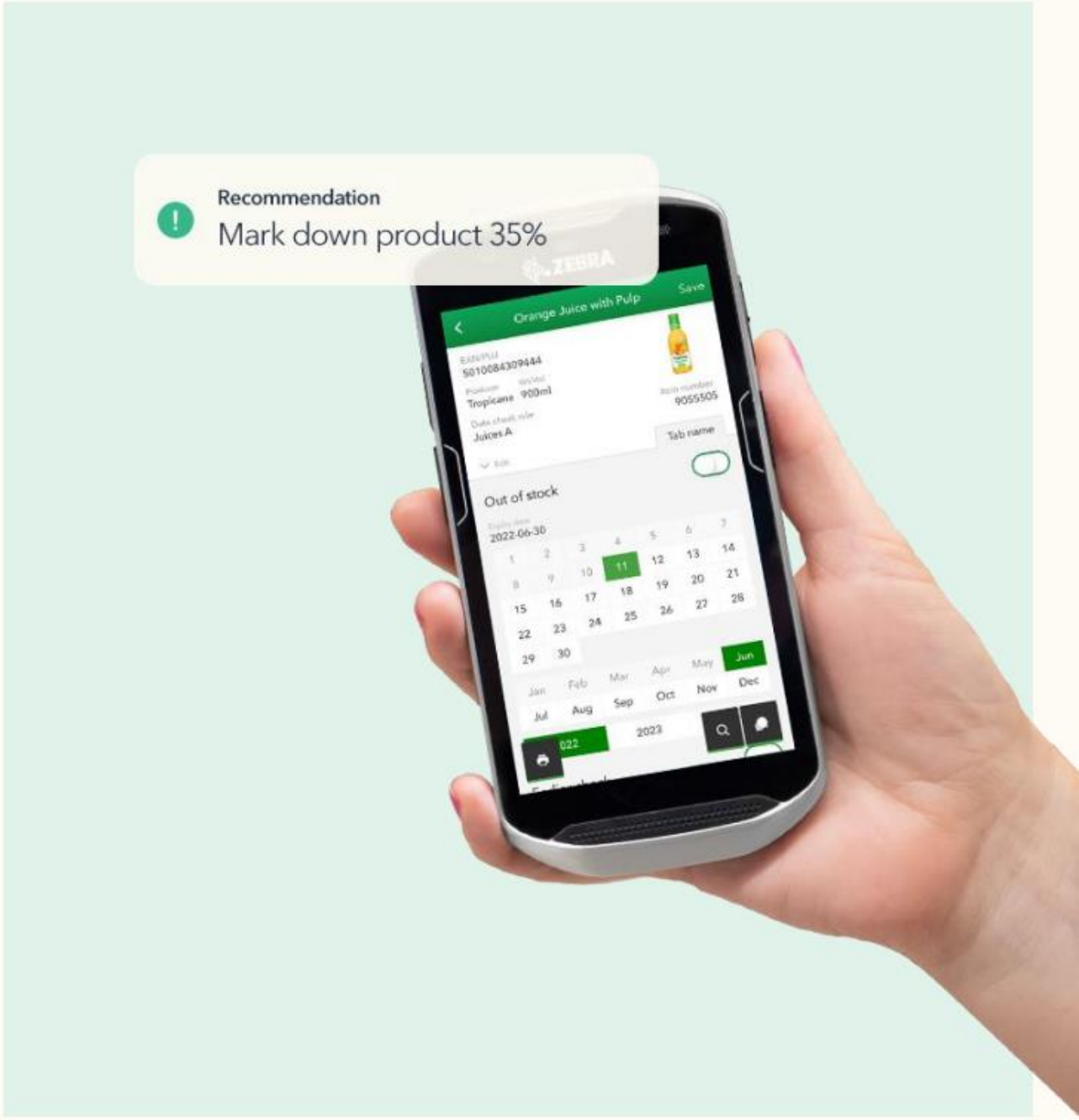
Follow recommended actions until the list is completed

Once the daily date check is done the store worker can feel confident and reassured that everything is under control. All the products that was at risk has now been acted on in time to get sold.

Then get more from your discounts with **Dynamic Pricing**

A **markdown application and AI algorithm** that calculate optimal discounts on soon to expire products by using products specific data. The discounts are optimised for **maximum sales value**.

- Discount algorithm accounts for: Time of day, Number of items, Price elasticity, Historical sales & waste data and Store specifics such as location and weather.
- Works automatically with ESLs or with price stickers
- Works great together with Advanced Date Checking or completely standalone



Donations makes sure nothing goes to waste

A semi-automatic donation platform that manages donations to charities. It lets charities know in real time what you have to offer to pick up and they decide if they want to accept it or not.

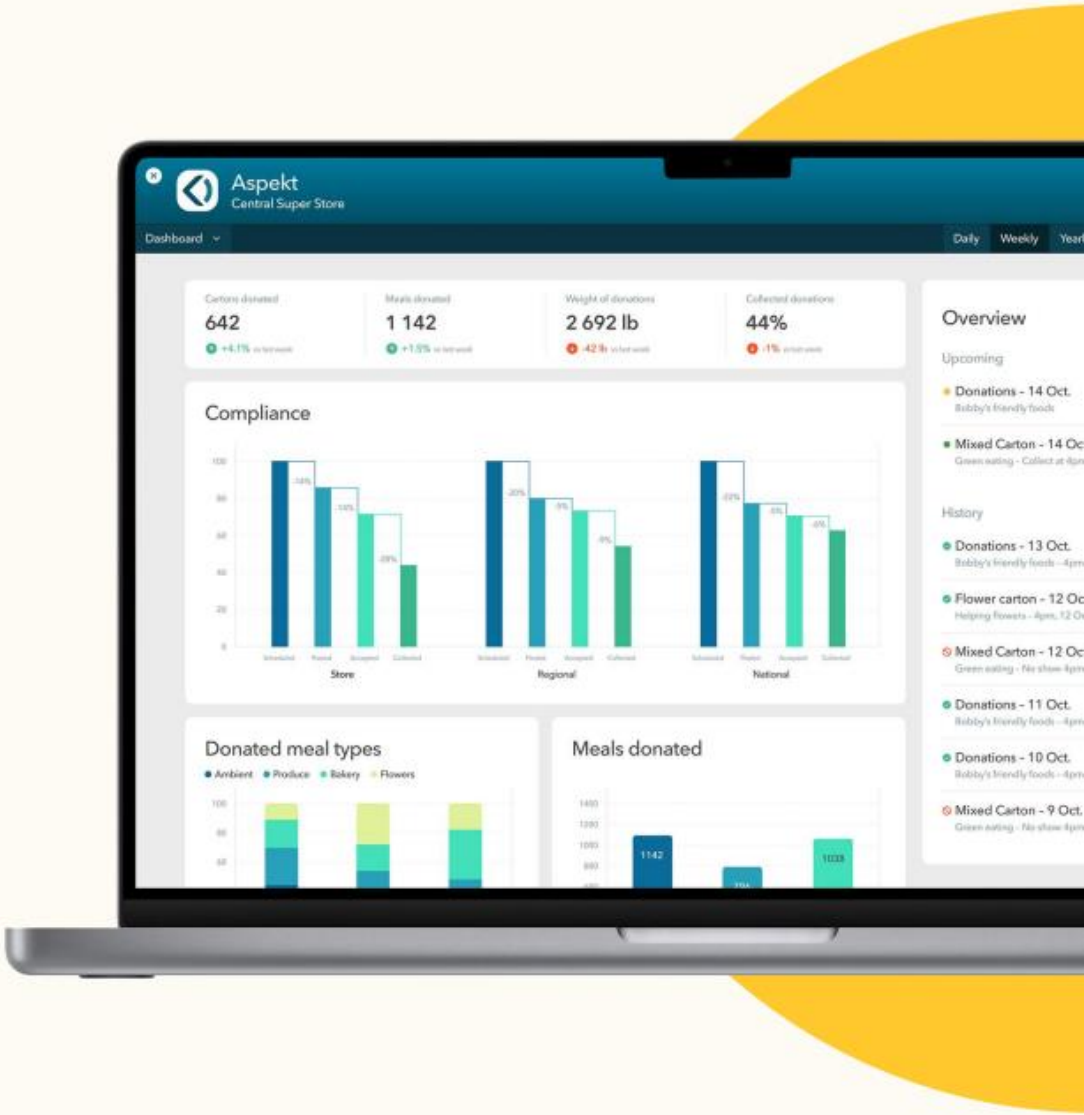
- We take care of the traceability work required for the service to work smoothly
- Our systems sends all data to whatever person or charity that need it
- Your colleagues just need to confirm the shipment of food love

And fight waste proactively with our **Business intelligence**

The Whywaste Business Intelligence system is an intuitive web application that help you in your fight against food waste.

With the application you can ensure that all your stores are doing their required date code checking of products that are about to expire.

You also get insights into which of your products often are wasted, discounted or out of stock. So that you can address them proactively and save both money and food waste.



Getting started

A mirror of your store layout is created in the app

This means that, during date checking, the system knows where in the store your products are located. And store colleagues will walk in the most efficient way when checking the products.

One time inventory, adding the shortest expiration date

During setup, colleagues do an ordinary date check of the store. At the same time we add the closest expiration date for products on the shelf, which is then tracked by the system. **Note, this is only done once and there's no need to add expiration dates during deliveries.**

That's it. Get ready to spend less time checking dates

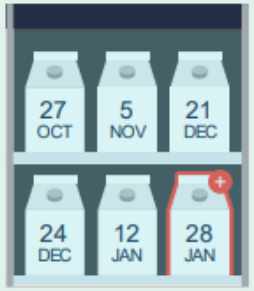
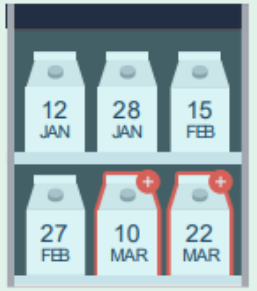
While initial inventory takes some time, it's a one time job. Colleagues updates the system with new shortest dates while doing date checks. We use your data to automatically add any new SKUs to the assortment and ask colleagues to input the shortest expiration date.

Why you only enter the upcoming expiration date and not all of them

Entering all expiration dates

While adding all expiration dates might seem like a good idea, it actually creates a lot of extra work.

You'll find yourself checking a lot of dates that has already been sold out.

Today	July 1st	August 3rd	September 12th	October 15th
				
6 checks added	**1** check performed **3** checks added	**1** check performed **1** checks added	**1** check performed **2** checks added	**1** check performed **2** checks added

Only entering the next upcoming expiration dates

By only adding the closest expiration date you'll minimise your workload by not having to do as many checks.

Today	July 1st	August 3rd	September 12th	October 15th
		No check	No check	
1 check added	**1** check performed **1** check added			**1** check performed **1** check added

FAQ

How do you get all the dates in the date checking system?

Expiration dates are currently not in the standard barcode. So you need to do an initial (one time only) inventory/date check. This is essentially a thorough date check of the assortment as you usually do. But you also add the expiration date to the application. When new SKUs arrive, store colleagues are automatically prompted to add an expiration date.

What if a product is out of stock?

You tell the app that a product is out of stock with the click of a button. In a couple of days you'll be prompted to see if a new batch has arrived. Your inventory data can also be used to alert you automatically when products are back in stock.

Do I need to scan products on delivery?

No, only the closest expiration date on the shelves is needed in the app. When store colleagues check expiration dates they update them with a new shortest expiration date.

Does the system take a lot of time and IT resource to implement?

We have specifically designed our software to be easy to use and stand alone in piloting phases. It only requires minimal input from IT departments.

Will the system really work in my chain?

We work with more than 40 retailers in 17 different countries, of all types and formats. We haven't seen a retail chain where it doesn't work.

How long will it take until I see results?

You should expect results from Day 1 with our solutions. The payback time is often less than a month for the cost.

Is the system available in my local language?

Yes, Whywaste software is available in many languages today, and with notice can be translated into a local common language.

whywaste

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