

How a supermarket chain reduced hygiene costs at self-service checkout by **73%** while protecting their customers...



Return on investment in **8 weeks**



Indefinite cleaning costs **Savings of 73%**



Protected their community and reduced cleaning waste

“A technology like Kastus offers a Cutting-edge solution that starts to Kill viruses like COVID, and bacteria like E. Coli on touch. This took away the pain of continuously cleaning the self-service screens while ensuring our customers and staff were being protected”

- James Moriarty



The Business:

Moriarty Group is a successful Irish retail and hospitality business based in Dublin, Ireland. As part of their portfolio, they run three very busy SuperValu grocery retail stores. Playing an important role in the community, Moriarty Group was keen to create a safer and hygienic shopping experience for their customers as a result of the Covid-19 pandemic...

The Challenge:

With nearly 14,000 customers using SuperValu self-service checkouts daily, these interactions result in an excess of 5,000 screen touches per hour. Moriarty Group's focus was to keep their customers and community safe by continuously sanitising the self-serve checkout screens, which resulted in additional high costs in cleaning materials and time.

The Solution:

Kastus® antimicrobial screen protectors were easily retro-fitted to all existing self-serve checkout touchscreens. Consumer-facing messaging on the screen protector and in-store store was used to communicate the safe environment created for customers using a self-serve checkouts. Our unique technology delivers continuous screen protection against harmful bacteria and viruses, including Coronavirus, and replaces the need for regular sanitisation with harsh chemical cleaners. The outcome is happier customers and staff, whilst resulting in reduced costs and carbon footprint for the company - a win-win for all!



[See how much you could save with our Calculator](#)



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