

# Case study

## Asda



Asda is a British supermarket chain, headquartered in Leeds, England. The company was founded in 1949, It was listed on the London Stock Exchange until 1999 when it was acquired by the American retail giant Walmart for £6.7 billion. Asda was the second-largest supermarket chain in Britain between 2003 and 2014 by market share, at which point it fell into third place. Since April 2019, it has regained its second-place position.

### THE CHALLENGE

ASDA needed to adopt more effective and thorough sanitisation methods to protect its customers. Remaining open throughout the pandemic, their operations posed a risk of transmission on their sites through the use of Trolleys and Hand Baskets used by their customers. They needed a solution to reduce the risk of bacterial and viral transmission.

### THE SOLUTION

To tackle this problem, THB thoroughly tested various touchpoint areas i.e. Trolley-handles and baskets to gauge the levels of Bacteria present. After applying our Instant Kill solution and subsequently our Ceramic Guard coating (offering up to 3 years' protection); we have been able to help reduce the risk of bacterial and viral transmission between customers that use Baskets and Trolleys. This service was rolled-out at 300 Asda sites nationwide.

