



off home for  
the night –  
please switch  
off the light

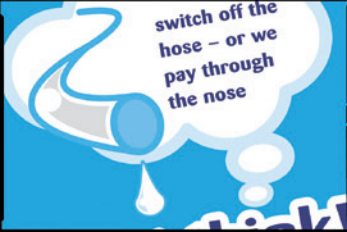
**just think!**

It costs Tate & Lyle around £655,000 to light the refinery for one year. If all lights were switched off for just one hour a day, we would save approximately £27,000 a year.

**TATE & LYLE**  
COMMITTED TO FULLY RENEWABLE ENERGY



recycle your  
cup – or landfill  
goes up



switch off the  
hose – or we  
pay through  
the nose

## Tate and Lyle Sugars, Europe

### The ask

Waste not, want not. That was the drive behind Tate & Lyle's recent staff communication. They wanted to highlight to employees that waste – whether from the sugar they produce or the electricity they use – is both damaging the environment and the company bank balance.

### The task

To help out, we developed a series of bold, colourful posters and stickers for display around the refinery. Branded 'just think', they were strategically placed for maximum impact – near light switches, computers and rubbish bins. We wrote the messages in catchy, memorable rhymes and kept everything friendly and informal to avoid sounding preachy or patronising.

### The proof

So far the campaign has saved Tate & Lyle tens of thousands of pounds – money that goes straight back into bonuses for their staff. And because it worked so well over here, Tate & Lyle rolled the same campaign out in the US as well. Sweet.

**bentley  
holland**