



Lush conveyor belt | Photo source Lush

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## GRAB A BATH BOMB ON LUSH'S NEW CONVEYOR BELT

 RETAIL

### Bath and beauty company, Lush, has installed bath bomb conveyor belts in three stores

**Spotted:** Conveyor belts are not just for sushi anymore. Bath and beauty brand Lush is launching its Cosmetic Conveyor Belt, which allows customers to choose from more than 100 bath bombs at once – and just in time for the holidays. The bath bomb conveyor belt will be available at three of Lush's flagship UK stores, including London Oxford Street, Liverpool, and Birmingham.

Just like sushi conveyor belts, the bath bomb belt features an array of up to 106 Lush Christmas bath bombs, moving along belts ranging from 45 feet to just 9 feet long. Shoppers can reach in and take whatever bath bombs suit they fancy.

Aside from being a great way to get people to impulse buy, the display is also ecologically-friendly. The products on the belt don't have any separate packaging — although the extra energy used to run the belt may well cancel this out. After snatching their bombs from the belt, customers can have the products wrapped in Lush's signature Knot Wrap — a reusable alternative to traditional wrapping paper, made from organic cotton and recycled bottles.

The brand relies heavily on providing a unique in-store experience, giving customers the chance to be surrounded by the colour, fragrance and texture of its products. It has also recently opened new concept stores, intended to reduce packaging by allowing customers to use an app to scan products.

Lush is not the first brand to think of novel ways to sell products. Here at Springwise, we have also covered innovations such as a robot [salad vending machine](#) and an [autonomous pizza chain](#) run by

robots.

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### **Takeaway:**

Lush drives traffic to its stores by providing unique consumer experiences, including free bath bomb-making classes, and now a product conveyor belt. The company has also opened several new concept stores this year, including a three-storey, 14,854 square-foot outlet in Liverpool. Lush is clearly betting that the trend for consumer experiences will continue to drive retail traffic and sales to its outlets. Given the brand's emphasis on tactile experiences, this could be the right bet.