

Okay Herenthout reopens on 7 October with a renovated store and reduced environmental impact

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Assisted Self-Checkout introduced in a redesigned checkout area.

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On Wednesday 7 October, Okay Herenthout, located on Molenstraat, will reopen its doors after a thorough refurbishment. Customers will benefit from a smoother shopping experience and faster checkout thanks to the store's new checkout area featuring Assisted Self-Checkout. The 655 m² store has also been equipped with additional refrigerated display units and has been renovated in line with the latest generation of Okay stores. The renovation was carried out with a strong focus on minimising environmental impact. Store Manager Michael Van Dyck and his team are looking forward to welcoming customers back, with food trucks and product tastings on 7 and 8 October.

Okay Herenthout's fresh and modern layout makes it easy for customers to browse its extensive range of fresh products. *"Our modernised freshmart offers an extensive selection of fruit and vegetables, dairy products, meat, charcuterie products, fish and ready meals, all delivered with the freshness our customers have come to expect from Okay,"* says store manager Michael. *"Just outside the freshmart, we have installed additional refrigerated units featuring a wide selection of meat, fish and vegetarian appetisers for aperitif occasions with family or friends."*

At Okay Herenthout, store staff bake fresh quality bread, pastries and rolls several times a day. All of these can be found in the clearly laid-out bakery section. *"In the frozen food section, customers can quickly find their favourite products in energy-efficient chest freezers with glass lids,"* Michael adds.

The store's checkout area has also been upgraded, making the checkout process even smoother. *"A brand-new feature is our three Assisted Self-Checkout zones,"* Michael explains. *"Here, customers can scan their own shopping and pay straight away."*

All these new features and improvements contribute to an even more pleasant shopping experience and make shopping more efficient. *"And every day, our enthusiastic team of motivated store staff is ready to assist our customers. Excellent customer service and helpfulness are at the heart of everything they do."*

Like the other Colruyt Group retail formats, Okay is committed to sustainable building practices, and minimising its environmental impact. *"Our store runs entirely on green electricity, and the paint used on the façade helps to purify the surrounding air,"* explains Michael. *"In addition, our environmentally friendly refrigeration system produces 90% fewer CO₂ emissions than a conventional installation. The heat recovered from the refrigeration and ventilation systems is*

reused to help heat the store."

Okay Herenthout is conveniently located on Molenstraat, a wide street just a short distance from the village centre, making it easily accessible to everyone. The spacious and accessible car park provides 61 spaces, including two charging points for electric vehicles. Ample bicycle parking is also available, including dedicated space for cargo bikes.

The refurbished store continues to follow the same pricing positioning as all other Okay stores, offering the lowest prices in the area and attractive promotions on everyday products. In this way, Okay remains committed to affordability as a core pillar alongside convenience and freshness.

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