

Choose Solutions That Fit your Supply Chain

It's important to use your logistics model as the foundation for your decision-making for packaging procurement - doing so ensures that whatever new solution you choose will be applicable and immediately adoptable by your supply chain and partners. We recognize that there are many kinds of logistics models for apparel and consumer goods brands, and each different model presents unique benefits and challenges

Large Brand Fully Automated and Outsourced	Mid-Sized Brand Some Outsourcing / Automation	Small Brand All in-house
<p>Manufacturing and distribution are outsourced to partners in multiple locations. High levels of automation & conveyor systems in the supply chain.</p>	<p>Both production AND distribution of products are outsourced to partners. Little to no conveyor distribution or sorting.</p> <p>Either production OR distribution is outsourced to partners. Little to no conveyor distribution or sorting.</p>	<p>Production and distribution all happen in-house or in one location.</p>

For example, the creation of apparel for a small brand or Etsy shop owner has a relatively small footprint in terms of the location it's produced, readied for shipment, and sent to customers. Many times, it occurs almost entirely in one location.

Compare this to a multi-national or global brand, who utilizes finished goods factories and contract manufacturing facilities in many different countries and even continents. Possibly, they own a portion of their manufacturing or distribution locations. They likely also utilize several distribution centers (DCs) in multiple locations, which pick and pack customer orders and ship them out. In many cases, these large supply chains utilize a variety of automated machinery and fulfillment processes, not to mention much more movement of goods along mechanical lines and conveyor belts. This brand has many more variables to consider in a massive overhaul of packaging than others.

Still, the majority of brands are somewhere in the middle - they use partners for either one or both of their manufacturing and distribution aspects, allowing them to focus internal investments on brand strategy and growth. These brands have less direct control over the production, packing, shipping, and fulfillment of their products and customer orders, but work closely with their partners to test new packaging and processes.

Matrix 2: Solutions by Logistics Model and Sustainability Goals

Sustainability Framework:
Carbon Footprint Reduction

Large Brand Fully Automated and Outsourced	Mid-Sized Brand Some Outsourcing / Automation	Small Brand All in-house
<p>1. 100% Recycled Polybags</p> <p>The carbon footprint of producing plastics (especially LDPE) is significantly smaller than producing paper - even recycled content paper. This is due to the material weight (much smaller for poly than paper) and the amount of energy needed to produce the material in the first place.</p> <p>Use recycled LDPE in your polybags for an even lower footprint, and a boost to the circularity of the product.</p> <p>2. Hemp / Raffia Ties:</p> <p>Depending on if this works with your logistics model.</p>		