

Matrix 1: Packaging Functional and Sustainability Scorecard

Products:	Recycled Polybag	Glassine Bag	Kraft Bag	EcoBand / Paper Band	Reusable / Cloth Bag	Hemp / Raffia Tie	Tissue Paper	Paper Burrito Wrap
Transparent/ Translucent	✓	✓	✗	✓	✗	✓	✗	✗
Water resistant	✓	✗	✗	✗	✗	✗	✗	✗
Dust proof	✓	✓	✓	✗	✓	✗	✓	✓
Tamper evident	✓	✓	✓	✗	✗	✗	✓	✓
Full coverage protection of product	✓	✓	✓	✗	✓	✗	✓	✓
Packs flat	✓	✓	✓	✗	✓	✗	✓	✗
Conveyor belt / distribution machinery compatible	✓	✗	✗	✗	✗	✗	✗	✗
Fast packing speed	✓	✓	✓	✗	✗	✗	✗	✗
Made with recycled content	✓	✗	✓	✓	✗	✗	✓	✓
Curbside recyclable	✗	✓	✓	✓	✗	✗	✓	✓
Recyclable in specialty stream	✓				✗	✗		
Low carbon footprint	✓	✗	✗	✗	✗	✓	✗	✗
High materials circularity potential	✗	✗	✓	✓	✗	✗	✗	✓
Custom branding possible?	✓	✓	✓	✓	✓	✗	✓	✓

- The vast majority of distribution and production conveyor belt systems favor the use of plastic over paper materials - simply because the flexibility of plastic reduces the likelihood of damage to the apparel packed inside as it drops, tumbles, and moves through the system.

More brands have begun testing paper alternatives, like glassine and kraft bags, in these same systems - we don't yet have definitive data on the performance of these options in terms of damage rates, but can estimate that they are likely higher than damage rates for polybags.
- With the ability to add and use wickets for faster packing.
- Tissue paper is recyclable in about 50% of municipalities. For Raffia, cloth, and when tissue is not recyclable - those materials can be home composted as long as they are not dyed or heavily printed.
- Typically, cotton wraps or bags are not made with recycled textile fibers. If you can source recycled textile material from a transparent and certified supply chain, awesome!

Similarly, recycling textiles can be tricky- it's hard to verify a quality designated and responsible downstream use or recycler for many textile recycling streams at present. While we are very excited about emerging reusable packaging options, we do not necessarily see them as the best ecological option in many situations. Research published in 2021 from [Fashion For Good](#) shows how thoughtful we need to be here.