

# 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

<b>Large Brand</b> <b>Fully Automated and Outsourced</b>	<b>Mid-Sized Brand</b> <b>Some Outsourcing / Automation</b>	<b>Small Brand</b> <b>All in-house</b>
<p>Manufacturing and distribution are outsourced to partners in multiple locations. High levels of automation &amp; 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: Materials Circularity

<b>Large Brand</b> Fully Automated and Outsourced	<b>Mid-Sized Brand</b> Some Outsourcing / Automation	<b>Small Brand</b> All in-house
<p><b>1. 100% Recycled Polybags</b> Polybags and thin-film materials can be difficult to label “circular” - even if they are made with recycled content.</p> <p>Since their recycling is less accessible (most Americans don’t have access to thin-film recycling in their curbside pickups) thin film is recycled at a much lower rate than curbside-accepted materials. Encourage your customers to participate in recycling their thin film, either through custom-branded packaging, notecards or inserts, or through take-back partnerships like TerraCycle.</p> <p>Work with your DCs and supply chain network to collect polybags from your apparel and processes. Work with a local recycler, or <a href="#">EcoEnclose</a>, to recycle these polybags en masse in a thin film stream and ensure they are properly disposed of, and able to be recycled into new materials.</p> <p><b>2. Kraft Bags</b> Assuming they work well in your logistics model, these bags are a great circular choice. They’re made with 100% recycled content, (with high levels of PCW), are curbside recyclable, and are naturally biodegradable.</p>	<p><b>1. 100% Recycled Polybags</b> Polybags and thin-film materials can be difficult to label “circular” - even if they are made with recycled content.</p> <p>Since their recycling is less accessible (most Americans don’t have access to thin-film recycling in their curbside pickups) thin film is recycled at a much lower rate than curbside-accepted materials. Encourage your customers to participate in recycling their thin film, either through custom-branded packaging, notecards or inserts, or through take-back partnerships like TerraCycle.</p> <p>Work with your DCs and supply chain network to collect polybags from your apparel and processes. Work with a local recycler, or <a href="#">EcoEnclose</a>, to recycle these polybags en masse in a thin film stream and ensure they are properly disposed of, and able to be recycled into new materials.</p> <p><b>2. Kraft Bags</b> These bags are a great circular choice. They’re made with 100% recycled content (with high levels of PCW), are curbside recyclable, and are naturally biodegradable.</p> <p><b>3. EcoBand / Paper Product Wrap</b> Made with 100% recycled content, and curbside recyclable, these are an easy win. Add a custom recycled sticker to seal them for some extra branding</p> <p><b>4. Tissue Paper</b> If your systems would support wrapping products in tissue paper for protection, this can be a great option. EcoEnclose offers 100% recycled tissue paper, which is also curbside recyclable in many locations in the US and always naturally biodegradable.</p>	<p><b>1. 100% Recycled Polybags</b> Use when totally necessary (i.e. for white or delicate apparel) and paper or wrap alternatives for the rest.</p> <p><b>2. Paper / fiber-based alternatives:</b></p> <ul style="list-style-type: none"> <li>• Kraft Bags</li> <li>• Glassine bags</li> <li>• Raffia or hemp ties</li> <li>• EcoBand Product Wrap</li> <li>• Cloth Bag / Wrap</li> <li>• Tissue Paper</li> <li>• Paper Burrito Wrap</li> </ul> <p><b>3. Collection and Recycling</b> Implement and maintain thin-film recycling efforts for the polybags or thin-film you collect.</p>