

# 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: Reducing Overall Plastic Footprint

<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> Right-sizing (reducing the size of generic bags to what is truly needed for your apparel) polybags, and adjusting the folding method of apparel so smaller bags can be used is the method <a href="#">Patagonia used</a>.</p> <p>Downgauge polybag film thickness (i.e. from 2.0 to 1.5 mil) to reduce the overall volume of plastic.</p> <p>If your systems (conveyors and automated lines) would support the use of paper bags like Glassine or Kraft and Seal bags, try segmenting your product packaging- using polybags for only a portion of products that can't be packed in paper (i.e. large, bulky apparel.)</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>Prompt customers at online checkout whether they want polybags or plastic packaging included in their shipment. This will give you a good idea of the percentage of your customers that are ok with no plastic in support of sustainability goals.</p>	<p><b>1. 100% Recycled Polybags</b> Right-sizing (reducing the size of generic bags to what is truly needed for your apparel) polybags, and adjusting the folding method of apparel so smaller bags can be used is the method <a href="#">Patagonia used</a>.</p> <p>Downgauge polybag film thickness (i.e. from 2.0 to 1.5 mil) to reduce the overall volume of plastic.</p> <p><b>2. Plastic Film Collection</b> Inquire with your 3PL/fulfillment partner to learn whether they have an existing system for collecting polybags to recycle.</p> <p>If you're managing order fulfillment and shipping to customers directly, ensure you have a collection point for plastic film, and your team is well-trained on how to recycle thin-film, separate from other curbside recyclables</p> <p><b>3. Collaboration with other brands, your 3PL, and Manufacturing partner(s):</b> Great minds think alike! Often, similarly-focused brands (such as those who use organic cotton inputs or produce in a fair trade facility) have their goods produced or shipped in the same facilities! Inquire with your manufacturing and 3PL contacts to learn if other like-minded brands working with them, who may be open to collaborating on a large PO of plastic-free packaging alternatives, testing new packaging with you, or combining polybag recycling for a more significant effort for thin-film recycling.</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>