



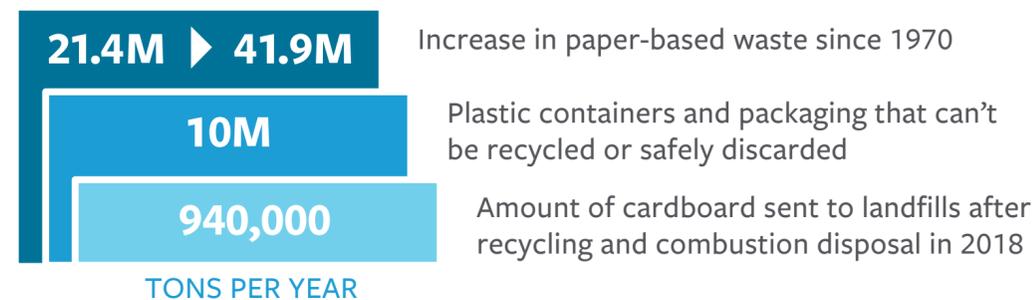
Putting Green Practices Into Product Packaging and Shipping

“It’s not that easy being green.” ... Or is it? In recent years, buyer emphasis has shifted, putting climate-friendly practices at the top of purchasing considerations, leading retailers to factor carbon efficiency and waste into their partner evaluations.

New eco-focused packaging and supply chain vendors are emerging, providing boundless opportunities to improve sustainability in your shipping supplies and logistics — but at what cost to profits? Let’s take a look to see how being green is probably easier (and more budget-friendly!) than you think.

Stop Wasting Time on Waste

Corrugated board is the largest business and consumer waste product, making up 11.4% of all waste and 80% of paper-based municipal solid waste. It’s not the only offender: plastics are notoriously non-green, while the transportation industry itself contributes 28% of U.S. greenhouse gas emissions — the largest of any source.



Give Shoppers What They Want

“Eco-conscious” is here to stay, with research showing it overwhelmingly influences buying decisions — so is your sustainable supply keeping up with the demand?

- 50%** Growth in consumer packaged goods from sustainably marketed products
- 57%** Shoppers who will change shopping habits to be pro-environment
- 88%** Shoppers who want brands to help them live more sustainable lives



Strategically Greenify Your Shipping

Boxes and operations play as big a part in carbon emissions as trucks themselves. Smart choices can help offset the rising impact of shipping and may even lower your costs in the process.

- Choose lighter packaging** ▶ Lighter loads reduce truck emissions.
- Optimize box sizes** ▶ Using less truck space leads to fewer trucks on the road.
- Consolidate orders** ▶ Combining packages headed to the same address reduces pickups and mileage.

Get Creative With Packaging

With so many green options available, it’s hard to know where to start. Here are a few easy ideas to explore for your packaging:



Reusable containers ▶ Some containers retain their structural integrity through hundreds of uses, and vendors can offer ways to retrieve and reuse containers in a closed-loop program to reduce waste.



Organic inserts ▶ Biodegradable options like cornstarch, seaweed and mushrooms can be molded to specifications for a custom look and feel — adding polish to packaging while helping save the planet.



Recycled materials ▶ Using upcycled cardboard extends its life and provides as reliable a box filler as plastic, without the waste.



Forest-friendly packaging ▶ Forest Stewardship Council (FSC) certified packaging meets the gold standard for sustainable forest management and shows your commitment to the cause.



Eco-friendly shipping practices are just the beginning of more efficient operations. See how Worldwide Express can prepare you for the challenges and benefits of a modern, sustainably focused supply chain.

▶ wwex.com

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