

# PLASTIC PROGRESS REPORT

July  
2021

Plastic Progress Report – July 2021



Global  
Commitment

BAUM  
UND  
PFERDGARTEN

## Our commitment

Since signing the Ellen MacArthur Foundation's global commitment for a new plastic economy in September 2019, we have been working towards our goal of eliminating all unnecessary packaging and single use plastic by 2025.

We're now starting to see the results of our work, although we're still very much on a learning curve. As we keep identifying additional issues and areas we can improve in, we grow in experience in this field.

This report highlights some of the findings we have made so far, and how we've chosen to approach them.

# Revisiting our goals

We are committed to achieving the following:

Reducing our use of problematic or unnecessary plastic packaging by 50% by 2022 and eliminating it completely by 2024.

Replacing 50% of all single-use plastics with recycled or recyclable plastic by 2022, 100% by 2024.

Ensuring 25% of our plastic packaging will be reusable, recyclable or compostable by 2020, 50% by 2022, 100% by 2025.

Sorting and recycling all plastic in our offices and stores.

## Our plastic consumption

Our total plastic consumption the past year amounted to a total of 5.58 tonnes.

This is a vast improvement compared to the previous year, for which our total consumption was 10.48 tonnes.

This rather substantial reduction of our plastic use, is largely a result of our decision to reduce the number of garments shipped on hangers.

*It's important to note that last year's Plastic Progress Report was delayed by 2 weeks due to Covid-19. The slight advancement in this year's reporting, means that we are not reporting a full year. We estimate an additional 1.3 tonnes should be added to cover a full year.*

# Locating our plastic problem

The majority of our plastic use is generated by the transportation of final garments from suppliers to our central warehouse.

Plastic use when transporting garments and samples mainly consists of:

## **Plastic poly-bags**

— each garment is packed in an individual bag to protect it from damage.

## **Plastic hangers**

— used for garments that need to be hung.

Last year, by monitoring our use of plastic packaging across our supply chain, we identified the extensive use of plastic hangers as one of our major plastic problems. We therefore made this one of our main focus areas for the past year.

# Hanging transportation of garments

During this last year, we have greatly reduced the amount of garments that are being delivered from our suppliers hanging. Instead we have ensured that as many as possible of our garments have been delivered “flat packed”.

This has had a major effect on our total plastic consumption. Last year we discovered that hangers made up about half of the plastic weight used on our Autumn Winter 2020 collection.

In comparison, for the past year, hangers have in total made up less than one third of the plastic weight used for our collections.

Making this switch has not only eliminated a lot of the plastic previously used on hangers, we actually use less plastic on our polybags as well.

Hanging polybags are longer, due to the fact that they generally have a bigger fold at the bottom and are also required to cover the hanger.

Transitioning to fewer hanging deliveries and replacing them with flat-pack enables us to use smaller flat-pack polybags for each garment.

This has in turn resulted in the average weight of our polybags going down by approximately 30%.

# Hanging transportation of garments — hidden plastic problems

A side effect to working with one problem area, is that along the way you often discover additional “hidden” issues related to the first one.

In the case of the hanging shipments, reducing them had several other side benefits.

When shipping garments from the supplier hanging, they are hung from steel beams inside the containers. These containers are lined with plastic in order to prevent damage to the garments from humidity and dirt.

Flat packed garments on the other hand, are packed in boxes and stacked in the container. Hence, garments are already protected by the box, so the container plastic lining can be eliminated.

We also learned that when shipping hanging garments from our warehouse to our customers, the bar inside the box onto which the hangers are placed is made of plastic as well. These bars alone weigh 300 grams per piece – yet another incentive to go for flatpacking.

# Hangging transportation of garments — from warehouse to customers

Some of our international customers still require all products be delivered on hangers, and that we attach additional hangtags.

Given we have these orders, where we can't send products flat-packed, it feels even more important that we do our part to keep the total plastic used as low as possible, by eliminating all unnecessary plastic in the transport stage from our supplier to our warehouse.

We are currently in the process of switching all polybags used for repacking from conventional to recycled plastic. For the coming year, we would like to find a solution on how to reduce the amount of hangers for these orders, as well as finding options for hangers made of recycled plastic.



## Switching to recycled polybags

As much as we would like to eliminate the use of plastic in our supply chain completely, doing so within a near future is not plausible. Currently there are no ideal alternatives to plastic poly-bags or hangers that can withstand long transportation times and humidity, while ensuring our garments arrive in perfect condition.

That said, for when we do use it, our goal is choosing the better option and replacing all virgin plastics with recycled or recyclable plastic by 2024.

During the past year, we have worked closely with our suppliers on finding alternatives and switching from conventional virgin plastic polybags, to recycled ones.

Making this switch is not something that is done overnight. Along with finding suitable options local to each of our garment suppliers, we also have to use up all our preexisting stock of conventional polybags first.

Our nearest upcoming goal in this area, will be that of replacing 50% of all single-use plastics with recycled or recyclable plastic by 2022. Looking at the current status, we are happy to say this feels well within reach. For our Pre-Autumn 2021 collection, 47% of the plastic used was recycled and for Autumn Winter 2021 we estimate it will be approximately 66%.

## Focus areas for this year

Continue to find more responsible solutions for plastics which cannot be eliminated

Look into options for eliminating as much plastic as possible when we repack products at our own warehouse

Look into how we can recycle the plastic waste generated from our office and store, given that the municipality of Copenhagen does not currently offer plastic disposal nearby

**Thank you!**