



Instructions:

- Feel free to mix and match the templates to make them work for your storefront, email, and social media copy
 - Resist the temptation to copy + paste
 - Include your brand voice and personality
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General sustainability statement

Sustainable fashion is the future! That's why [your store name] is taking steps to make sure we're part of the movement.

We only produce items we get an order for, avoiding textile waste from overproduction. Our printing partner's state-of-the-art printing tech creates almost no wastewaters and uses less energy.

Information about the production of the products

Each product you see in our catalog is made on-demand—once you place an order, we produce it specifically for you. This allows us to avoid overproduction and textile waste, and we pride ourselves on being part of the sustainable fashion movement.

Single product social media promo

Did you know that each of our [your product here] is made just for you? We only print [the product] when we receive your order for it, avoiding textile waste. So forget about mass-produced clothing and buy your unique one-off from us!

Information about printing tech and materials

Our clothing is printed with the direct-to-garment (DTG) printing method. The printing tech we use is made with sustainability in mind, and our DTG printers use almost zero wastewater and less energy, lowering our carbon footprint.



The inks we use for printing are water-based and free of harmful chemicals. We take care to dispose of any left-over ink according to the ink supplier guidelines, so we're not harming the environment.

Statement about production times

Each product you see in our catalog is made on-demand, which means once you place the order, we start working to get it to you. It takes time for us to create and send out the product, but making each order on-demand allows us to avoid overproduction. This way we're all part of the sustainable fashion movement.

You can check out our delivery times here: [\[insert link to info on your store about delivery times\]](#)
