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## Instructions

Feel free to mix and match the templates to make them work for your storefront, email, and social media copy. You can copy + paste if you want, but we recommend injecting your own voice and tone.

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## General sustainability statement

Sustainability is important to **[your store name]**. We're getting greener every step of the way, while still providing you with the quality products you deserve.

[Around 85% of all textiles](#) produced by the fashion industry end up in landfills, making it a major contributor to environmental damage. What's more, [one in every five items produced by the fashion industry](#) reaches landfills without being worn even once.

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As **[your store name]** works with on-demand suppliers, we only produce items we get an order for, avoiding textile waste from overproduction. Our printing partner's high-quality printing tech creates almost no wastewaters and uses less energy than standard industry printers.

## Information about production

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're continuously working toward greener production.

### Social media product promo

Did you know that each of our **[your product here]** is made just for you? We only make **[the product]** when we receive your order for it, avoiding textile waste. So forget about mass-produced clothing, and let us create your quality one-of-a-kind piece!

## Information about printing tech and materials

### Information about direct-to-garment printing

Note:

This method is typically used for products with high cotton fabric content, like t-shirts, hoodies, tote bags, etc.

Our clothing designs are fulfilled using various methods. Many of our products are printed with the direct-to-garment (DTG) technique, which is a printing method where ink is first sprayed directly onto the garment, and then it soaks into the fabric. It's like printing on paper, but on clothing. We use Kornit printers that generate almost zero wastewater and use less energy than standard industry printers, which lowers our carbon footprint.

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The inks we use for printing are Oeko-Tex™ certified, vegan, water-based, and free of harmful chemicals. [\[Your store name\]](#) takes sustainability seriously, that's why we take care to properly dispose of any left-over ink according to the ink supplier guidelines.

### Information about embroidery

At [\[your store name\]](#), we embroider our products with Oeko-Tex™ certified threads, meaning they're safe for both adult and children's clothing. Compared to printing, embroidery is generally more durable and produces less environmental waste.

### Eco-friendly product materials

There are a lot of reasons why a product or material could be considered sustainable. Currently, at [\[your store name\]](#) our eco-friendly product collection consists of items made of at least 70% organic or recycled materials, or a mix of these materials.

### 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 get to take care of you and the planet we all share.

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

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## Product packaging\*

\*Note:

This information applies to our in-house facilities. Apparel products that are fulfilled in our partner facilities might be packaged differently.

At **[your store name]** all apparel products are packed in post-consumer recycled (PCR) plastic mailers. The amount of PCR in the packaging will differ depending on where your order gets printed, but it's at least 50% for the outside (white or grey) poly mailer bags and at least 30% for the inside (clear) bags used in multi-item shipments.

PCR packaging is made from everyday items, like used plastic bags and bottles. This material protects your order just as well as regular plastic bags, however, choosing PCR over first-use plastics reduces the environmental impact plastic has on our planet.