

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 adding your own voice and tone.

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General sustainability statement

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

It's no secret that the apparel industry has a sustainability problem. We all know about the big apparel conglomerates that stockpile thousands of new items every week, adding to the growing problem of overproduction. To paint the picture, a shocking [21% of produced textiles are estimated to remain unsold](#). Needless to say, the end-of-life journey for the leftover stock is most often unknown.

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

Information about production

Each product 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 more sustainable 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, avoiding textile waste. So forget about mass-produced clothing, and let us create your one-of-a-kind quality piece!

Information about printing tech and materials

Information about direct-to-garment printing

Note:

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

Our clothing designs are fulfilled using various techniques. Many of our products are printed using the direct-to-garment (DTG) technique, where ink is first sprayed directly onto the garment and then absorbed 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.

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 leftover ink according to the ink supplier guidelines.

Information about embroidery

At **[your store name]**, we embroider our products with 100% recycled polyester threads. These threads are also Oeko-Tex™ certified, meaning they're safe for both adult and children's clothing. Compared to printing, embroidery is generally more durable and produces less waste, as there's no ink residue.

Eco-friendly product materials

There are many 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. All beauty products in this collection are natural certified.

To verify material content, we collect valid certificates from our suppliers. As proof of the organic composition of the apparel products, we only accept **GOTS** or **OCS** certificates. For recycled composition, we accept either **GRS** or **RCS** certificates.

We only accept the Ecocert COSMOS certificate as proof of the beauty product's natural origin.

Statement about production times

Each product 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: [\[insert a link to info on your store about delivery times\]](#)

Product packaging

Note:

This information applies to our in-house facilities. 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 a minimum of 70% for both the outside (white or grey) poly mailer bags and 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 items just as well as regular plastic bags. However, choosing PCR over first-use plastics reduces the environmental impact plastic has on our planet.