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# Let's think ahead...

## Businesses have finally woken up to the future of our planet

Merchr is honoured to be the market leader for printing on demand and dropshipping in the UK and Europe. But we are also reintroducing ourselves as something equally important.

### **The Sustainable Merchandise Market Leaders**

At Merchr we believe that the true value of our products relies on their environmental position within the world. We want our company to have a good relationship with our planet and this means ensuring that our products are sustainable, **from the start of their creation to the very end of their use.**

For the past two years we have been working tirelessly on an offering of truly sustainable goods and can proudly say we have made **monumental changes** within the entire merchandise industry.

We guarantee from the moment our products are created that our factories comply with all up to date auditing and testing certificates, enabling our

customers to be **100%** certain on materials used in our products and where they have been sourced from.

At Merchr we supply a broad range of pre-designed, branded and customised products providing Merchr users with a lasting reminder of their special experience. From beginning to end, our products are designed, manufactured and brought to life in and around the UK with trusted businesses, so we can closely follow the life of each beautiful product.

**Our ethos is to have a positive relationship with our planet**, from the way we manufacture to the merch we send.



**From day one, Merchr has strived to guarantee sustainable actions.**

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# S U S T A I N A B I L I T Y



We believe, wholeheartedly, that sustainability should be the general standard for the entire print on demand and merchandise market - not just an aim!

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# The climate crisis is now the global priority; it's time to act

## SEARCH TERM GROWTH

While Merchr has spent some time following in the (carbon) footsteps of others, **we have also been creating our own environmentally friendly legacy to pave the way for others in the merchandise market.**

Across the past 10 years alone, the UK has put in place a vast range of rules and regulations for tackling the country's involvement in climate change, and we want to follow this every step of the way.

→ Even in the last couple of years, the number of online searches for 'plastic recycling' increased by over **55%**, with 'single-use' being named as the Collins Dictionary word of the year in 2018!

## THE 5 MYTHS OF SUSTAINABILITY

### **"Sustainable businesses are going the extra mile for our environment"**

Living sustainably should be considered the norm in our modern society – sustainable practices such as ridding the world of child labour and securing minimum wage are the worldwide standard, not an extra mile.

### **"Sustainability is a passing trend"**

Viewing sustainability as a fad is a myth; seeking justice within the economy is woven into our everyday lives. Green practices are now at the heart of our culture; there is no choice for them to be irrelevant!

### **"100% sustainability is the only way"**

Whilst 100% sustainability is what we are striving for, educating ourselves to get to this result is equally important. Being wary, second guessing and taking time to ensure every step is carefully and correctly adhered to is all part of our dynamic journey.

### **"It's all about recycling"**

Whilst recycling has always been an enormous part of our daily business life, discovering ways to reuse, repurpose and extend the life of products is also a big step in the direction of sustainability.

### **"No one knows what it actually means"**

Many of us don't know that sustainability is actually well defined as a development that meets current needs without compromising future requirements. In other words, using resources inefficiently and generating too much waste is detrimental to future needs – an attitude we must end!

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Internet searches alone for topics surrounding climate change and our carbon footprint have also almost tripled in the last decade – *this statistic clearly shows the growing demand for truly sustainable products.*

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# The real cost of plastic



INGREDIENTS	AVERAGE COST	COST PER USE	AVERAGE NO. OF USES	AVERAGE LIFESPAN	TIME TAKEN TO BIO DEGRADE
<b>HDPE</b> (HIGH DENSITY POLYETHYLENE)	£0.10	£0.04	3	7 MINUTES	20 YEARS



INGREDIENTS	AVERAGE COST	COST PER USE	AVERAGE NO. OF USES	AVERAGE LIFESPAN	TIME TAKEN TO BIO DEGRADE
<b>VEG</b> JUTE VEGETABLE FIBERS	£5.00	£0.01	600	4 YEARS	2 YEARS

## Why we need to change

**Plastic is a problem** – this is a fact we are all too familiar with! But in a modern society with such rapid changes and advancements, the merchandise market continues to use and abuse the single-use plastic industry. Many businesses still don't realise the true environmental impact of these permanent additions to the world, **so we're showing the merch industry how it's done.**

Before the plastic carrier bag charge in the UK, each person in the population

used around 140 disposable plastic bags every single year – that's over 7 billion bags in the UK alone!

**“ This throwaway attitude is one the world cannot afford to keep.**

When you consider that the average lifespan of a typical plastic bag is only 7 minutes, **this throwaway attitude is one the world cannot afford to keep.**



**Buying cheap is a false economy; it is our responsibility to educate the industry about the real cost of their bargain buys.**

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# How we make it work...

Our production method is a pragmatic combination of real life economies and sustainable ethics

## PRODUCT TIMELINE

Merchr is proud to work with UK based companies. However, we also have trusted suppliers in other parts of the world.

During the past few years, manufacturing within the UK has become extremely attractive due to its eco-friendly appeal. But despite local manufacturing sounding great, the reality is that UK factories frequently first turn to the Far East to purchase components in order to assemble products locally – this is also often a much more environmentally friendly process.

For example, at Merchr, rather than complete the entire process in other factories, we receive bulk orders in sea shipments so we can print products ourselves.

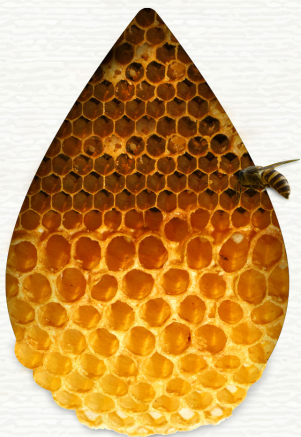


**This means fewer deliveries and reduced product miles, all resulting in tremendously low carbon emissions.**

As well as our head office in London, we also undertake a lot of our work in Manchester. **Our Manchester premises offer a central hub for efficient UK-wide delivery, along with the UK's first printing facilities using water-based ink.**

After years of detailed research, we can **guarantee** that using trusted suppliers in the Far East, alongside local suppliers and printers, is the most sustainable way of sourcing and creating our products.

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**We are the first UK based company to  
introduce water based inks.**

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# Well packaged

## PACKAGING

Being the sustainable leader for the merchandise and print on demand market means that we have to focus on every aspect of our business in order to make truly sustainable choices. It's no surprise then that these decisions go much further than just the products themselves – **how** we deliver our products is a challenge we must solve.



**We are already making the switch from disposable plastic packaging to alternative sustainable materials, such as FSC certified paper or recycled paper envelopes.**

We also make sure that as many products as possible are shipped together in bulk, reducing the need for excess packaging and ensuring an efficient delivery process!

**But we are constantly searching for new solutions to our packaging challenge.** For example, companies in the UK are in the process of creating plant-based packaging which is 100% compostable – a brilliant opportunity for swapping to sustainable packaging.

We also believe that packaging should be multi-purpose as well as widely recyclable. We are working harder than ever searching for ways for our cartons and paper to be repurposed before they are recycled to extend their lifespan even further.

It's clear to see that we're implementing some fantastic alternatives to traditional packaging, **but there's always more to be done!**

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**Reusable, Recyclable, Sustainable: Our core beliefs for product packaging.**

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# Let's address the elephant in the room!

## What does it really cost?



**Going green and swapping to sustainable choices is the only way forward; a new era of sustainability is here!**

But we all know the next question on everyone's lips... **How much is this all going to cost – can we afford to purchase sustainably?**

We know that price is often one of the first considerations when deciding on which products to supply, so we wanted to explain why costs can often appear higher.

Although the past decade has seen an enormous move towards sustainability, the demand for eco-friendly products is still much lower than we would like. The result of this is simple: reduced demand means higher cost! Thankfully the solution to this is also simple: **the more we move towards sustainable products, the higher the demand and the lower the cost!**

While the short-term price of sustainable products may appear higher, the longevity of these products means that per-use they end up being much cheaper and produce considerably less waste.

When you purchase a sustainably produced item, you're not just buying another throwaway product – you're also helping to support important causes such as **fair labour, green practices, and sustainable production.**

Here at Merchr we believe that the seemingly higher cost of eco-friendly products does not outweigh the environmental cost of eco-destructive products. **So, there's only one question left to ask...**



**...Can we really afford not to purchase sustainably?**

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**The real cost isn't  
financial...it's our planet.**

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**Product Design** Our brand-new water bottle printing machine in our Manchester premises



**Market Leaders** The UK's first water-based ink printing facility



**Warehouses** Local stock hold



**Printing** State of the art machines and software ensure the highest quality products

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# Summary

## PRODUCTION

**Years of detailed research has allowed our business to develop the most sustainable way of sourcing and creating our products.**

- ➔ We use both local suppliers and trusted manufacturers in the Far East to produce our product ranges – a process which we have found to be extremely environmentally friendly.
- ➔ We are the first UK based company to introduce water-based inks as a standard process in our Manchester factories.

## PRODUCTS

**We have endeavoured to create a range of truly ‘green’ and sustainable products.**

- ➔ Many of our products are now manufactured from either recycled, biodegradable or sustainable materials.
  - ➔ We have made it our responsibility to show the industry the environmental damage caused by single-use products.
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## PACKAGING

**We have spent the last decade exploring alternative packaging solutions in order to strive towards a circular economy.**

- ➔ We've already made the switch from disposable packaging to sustainable materials which can be recycled or repurposed.
- ➔ Products are shipped in bulk wherever possible; this reduces excess packaging and minimises product carbon emissions.

## PRICE

**The cost of sustainable products may appear higher, but these purchases don't just create profit – they support fair labour, green practices and sustainable production.**

- ➔ The longevity of sustainable products means that per-use they end up being much cheaper than single-use items.
  - ➔ Buying sustainably will increase demand for products and result in reduced cost.
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