



prAna®

# Responsible Packaging Guide

AUGUST 2020



# Introduction

At prAna, our mission is to create Clothing for Positive Change, a personal promise to always respect the planet and its people. That's why in 2010, we began our grassroots approach towards reducing plastic in our packaging, including a focused effort on the overall reduction of excess packaging waste. We've seen a huge impact on our end, and we know it can work for other brands as well. By sharing our practices, and collaborating with our fellow industry peers, our hope is that we can create monumental change—together.

This is why we've turned our internal Responsible Packaging Guide for eliminating polybags into a user-friendly resource, in hopes that our learnings and experience can help others join us on this responsible-packaging journey.

## HOW TO USE

This guide is broken out into 2 sections: Roll Packing (our polybag-free packing method) and Distribution. Here, you'll learn the exact processes we use at prAna. We realize that not everyone's products, distribution centers, or supply chains will look the same, but our hope is that these best practices will help jump start your own brand's journey into responsible packaging.

## WORDS OF WISDOM

Start small. For long-term success, we don't recommend changing everything overnight. Pick a sample group and thoroughly test and improve, and then test again before implementing in a major way. As with any growth, setting up a new process won't happen immediately, and may take a few trials to get it right for your brand.



# Roll Packing

Since our journey into plastic-free packaging began, prAna's roll-pack methods have continued to evolve as we introduce new types of products and gain more experience. Today, about 80% of our styles are now being packaged using our roll-pack method, so you'll find that this guide includes many different types of garments and accessories.

## WHAT PRANA CURRENTLY DOES

### Roll Packing

At the end of this document, you'll find the exact roll-pack guide that we send to our factory partners for the products we make. Each roll-pack method has a code that is put into our Bill Of Materials (BOM), which lets our factory partners know which method we'd like them to use. We know that our roll-pack guide won't cover every type of product, therefore, we want to share the thought process behind how we determine each method.

Here are the main differences between roll packing and traditional polybag packaging. Keep these in mind when considering which roll-packing method is best for your products:

- The tag should always be easily placed on top of the roll pack and secured with the raffia tie to ensure effective scanning once it reaches the distribution center.
- Try to make the finished roll as neatly packed as possible. All drawstrings, dangly trims, straps, etc. should be secured inside of the roll. Think of a burrito—how can you make it look like your product is wrapped in a tortilla with no lettuce or beans popping out?
- In order to create clarity for all stakeholders and decision makers involved, prAna utilizes a decision tree to determine which products can be roll packed and which should use alternate packaging methods. This is based on experience and familiarity with our apparel products.
- When creating roll-pack methods for any new product types, consider potential damages that the raffia tie could cause to the product. An example would be bra cups. We've determined that we must take extra precautions to protect these types of products as shown in our roll pack methods.

### Shipping Roll Packed Products

- In our efforts to keep products safe from the elements during shipping, we currently recommend using a master polybag inside of the shipping box/carton. To support our plastic-free efforts, we are currently working on solutions to eliminate this as well.
- Adding a moisture-control element inside of your master carton is important in order to maintain product integrity while shipping. There are a few sustainable options in this space—prAna uses a bentonite clay pack, which is biodegradable.

### Learnings

- Watch your hang tags and product attachments for possible product damages, like snags.
- Treat each product type as a special case and determine individual needs.
- Proper internal and external trainings are crucial to being successful.
- It is our experience that with repetition and proper training, this roll-pack method has proven to be just as efficient as polybag packing when it comes to packaging garments.

# Distribution

It's important to remember that not all distribution centers have the same capabilities, and that the majority of them are set up for products to be packaged in polybags. The way that prAna has found success might not work for every brand. Therefore, we have included the history of how we've implemented our procedures in order to keep products safe through both small and large distribution centers. Our hope is that these learnings can help your brand become successful as well.

## PRANA'S FINDINGS WITH MANUAL ENVIRONMENT DISTRIBUTION CENTERS

In our experience, there was no change or shift needed to maintain product integrity when our Distribution Center (DC) utilized hand-picking methods. For us, it looked like business as usual. If you are in a DC that is not using conveyor belts or rollers to move your product around, we suspect you should have no problem implementing roll-packed products. Make sure to review the Best Practices and Learning sections to ensure your DC has success.

## PRANA'S FINDINGS WITH AUTOMATED ENVIRONMENT DISTRIBUTION CENTERS

When our distribution changed to automated conveyance systems, this created a bit of a puzzle, as the automation was set up to transfer products from one space to another using only polybags. To solve this, we determined that our product was to be placed in a Small Unit Order Processing (SOUP) area that was still driven by automation, but allowed us to bypass the conveyance for more flexibility in packaging type. By being in the SOUP processing unit, our product orders are hand-picked from boxes, placed into bins on belt conveyors, and transferred from one section of the warehouse to another. The product is also scanned along the way to ensure accuracy. The final product arrives at the packaging station, where it's pulled by the employee and packaged for the customer.

## BEST PRACTICES

- All products are covered and kept on racks while in inventory in order to protect them from dust and debris.
- Products are hand-picked and placed into clean bins while pulling orders.
- Clean facilities and equipment help protect the goods from accidental damage.

## LEARNINGS

- With some considerations and adjustments, it is still possible to move the roll-pack product through the facilities using an automated DC.
- Piloting and testing are key in order to ensure product safety and smooth transition into packaging.



## prAna's Roll Pack Method RPM-1: Tank Top



1. Lay garment face down on work surface with hangtag pulled out.



2. Fold the top back, folding at the bottom of the armhole.



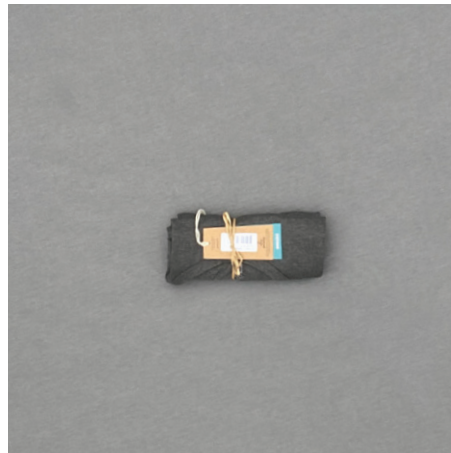
3. Fold both sides into the center back.



4. Fold in half lengthwise.



5. Continue to fold in half until you have a roll like bundle.



6. Flip garment face up and place hangtag on top with the barcode face up. Must tie with raffia tightly to secure hangtag in place.

prAna's Roll Pack Method RPM-2: Short-Sleeve or Long-Sleeve Shirt, Collared Shirts, Hoodless Jacket (not including down jackets)



1. Lay garment face down on work surface with hangtag pulled out.



2. Fold long sleeves across back.



3. Fold both sides into the center back.



4. Fold in half from bottom hem to high point shoulder.



5. Continue to fold in half until you have a roll like bundle.



6. Flip garment face up and place hangtag on top with the barcode face up. Must tie with raffia tightly to secure hangtag in place.



## prAna's Roll Pack Method RPM-3: Hooded Shirt, Hooded Jacket (not including down jackets)



1. Lay garment face down on work surface with hangtag pulled out.



2. Fold hood and arms in.



3. Fold both sides into the center back.



4. Fold in half from bottom hem to high point shoulder.



5. Fold in half again.



6. Flip garment face up and place hangtag on top with the barcode face up. Must tie with raffia tightly to secure hangtag in place.



## prAna's Roll Pack Method RPM-4: Shorts, Pants, Knickers, Capris



1. Lay garment face down on work surface with hangtag pulled out.



2. Fold in half from side seam to side seam with front of pant facing out and fold excess front rise fabric in to create straight lines.



3. Fold in half up from bottom hem to waistline (for shorts skip to step 5).



4. Begin to tightly roll from bottom toward waistband. Continue until all garment is rolled.



5. Flip garment face up and place hangtag on top with the barcode face up. Must tie with raffia tightly to secure hangtag in place.

## prAna's Roll Pack Method RPM-5: Skirt, Skort



1. Lay garment face down on work surface with hangtag pulled out.



2. Fold in half from side seam to side seam with front of skirt/skort facing out.



3. Fold in half from bottom hem to waistband.



4. Continue to fold in half until you have a roll like bundle. Then flip garment face up and place hangtag on top with the barcode face up. Must tie with raffia tightly to secure hangtag in place.

## prAna's Roll Pack Method RPM-6: Dress



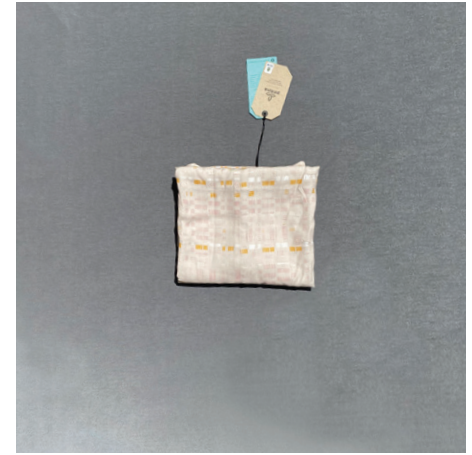
1. Lay garment flat on work surface with hangtag pulled out.



2. Fold both sides into the center back.



3. Fold in half from bottom hem to high point shoulder.



4. Continue to fold in half until you have a roll like bundle.



5. Flip garment face up and place hangtag on top with the barcode face up. Must tie with raffia tightly to secure hangtag in place.



## prAna's Roll Pack Method RPM-7: Scarf Without Seams or Tassels



1. Lay scarf flat on work surface with hangtag pulled out. Fold in half lengthwise.



2. From the longer side fold the scarf in half.



3. Fold in half once more.



4. Fold in half from the bottom of the scarf to the top.



5. Continue to fold in this direction until you have a roll like bundle.



6. Flip scarf face up and place hangtag on top with the barcode face up. Must tie with raffia tightly to secure hangtag in place.

## prAna's Roll Pack Method RPM-8: Scarfs With Tassels



1. Fold the scarf in half



2. Fold the scarf in half again, bringing the tassels to one side.



3. Fold the top tasseled edge of the scarf to the center point.



4. Fold the other non-tassel side to meet the tassels in the middle.



5. Fold in half again and continue to fold until you have a roll like bundle. Then then flip scarf face up and place the hangtag on top with the barcode face up. Must tie with raffia tightly to secure hangtag in place.



## prAna's Roll Pack Method RPM-9: Active Bra Top



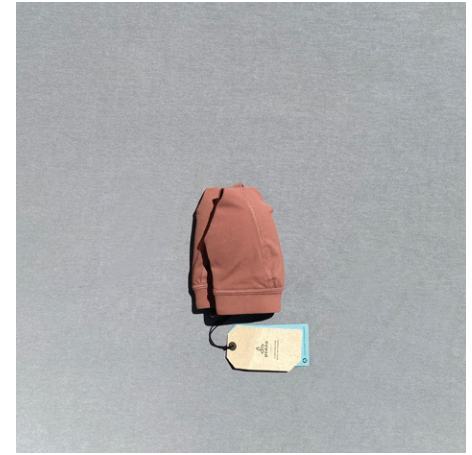
1. Lay garment face down on work surface with hangtag pulled out.



2. Fold straps towards the back of the garment.



3. Fold left side towards center back.



4. Fold right side on top of the folded left side.



5. Flip garment face up and place hangtag on top with the barcode face up. Must tie with raffia tightly to secure hangtag in place.



## prAna's Roll Pack Method RPM-10: Tote Bag



1. Lay the bag flat with the hangtag pulled out. Insert the straps into the inside of the bag.



2. Fold the bag in half.



3. Fold in half once more.



4. Place the hangtag on top with the barcode face up. Must tie with raffia tightly to secure hangtag in place.

## prAna's Roll Pack Method RPM-11: Tote Bag With Hard Base



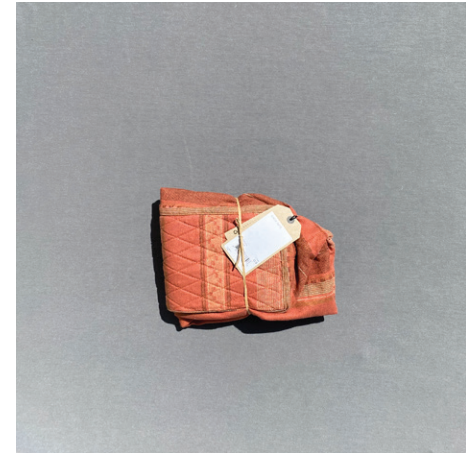
1. Lay the bag flat with the hangtag pulled out. Insert the straps into the inside of the bag.



2. Fold the bag in 1/3.



3. Fold the half once more.



4. Fold in half, then place the hangtag on top with the barcode face up. Must tie with raffia tightly to secure hangtag in place.

## prAna's Roll Pack Method RPM-12: Beanie With No Pom



1. Lay the beanie flat on a work surface with the hangtag pulled out.



2. Fold top 2/3" of beanie past the bottom.



3. Fold top of the beanie up 1/3 of the way to create an accordion style fold.



4. Place the hangtag on top with the barcode face up. Must tie with raffia tightly to secure hangtag in place.



## prAna's Roll Pack Method RPM-13: Beanie With a Pom



1. Lay the beanie flat on a work surface with the hangtag pulled out.



2. Fold the pom down half way.



3. Begin to tightly roll from one side to the other side. Ensure that the POM is completely covered.



4. Place the hangtag on top with the barcode face up. Must tie with raffia tightly to secure hangtag in place.

## prAna's Roll Pack Method RPM-14: Women's Swim Bottom



1. Lay garment face up on work surface with hangtag pulled out.



2. Fold left side over to the center front.



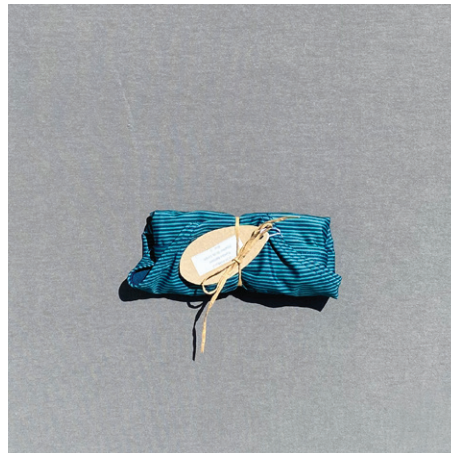
3. Fold right side over to slightly overlap the left edge.



4. Fold waist 1/3 towards center front.



5. Fold 1/3 length towards bottom seam.



6. Tightly tie the garment using raffia tie.  
Pull the hangtag through the raffia until it's securely in place.



## prAna's Roll Pack Method RPM-15: Swim Tankini Top With or Without Cups



1. Place garment face down and fold neck straps down the back.



2. Fold in half lengthwise.



3. Fold bottom hem 1/3 up towards the top of the garment. If garment has cups, push the bra cup inwards to create a "pocket".



4. Fold up final 1/3, then tightly tie the garment using raffia tie. Pull the hangtag through the raffia until it's securely in place.

## prAna's Roll Pack Method RPM-16: Swim One Piece With or Without Cups



1. Place garment face down and fold neck straps down the back.



2. Fold bottom seam to align with folded back straps.



3. Fold garment in half. If garment has cups, push the right bra cup inwards to create a "pocket". Continue to fold in half until you have a roll like bundle.



4. Tightly tie the garment using raffia tie. Pull the hangtag through the raffia until it's securely in place.



## prAna's Roll Pack Method RPM-17: Swim One Piece With Wires



1. Place garment face down and fold neck straps down the back.



2. Fold the top 1/3 of the way down.



3. Fold the bottom over bra cups.



4. Fold left bra cup over the right bra cup.



5. Tightly tie the garment using raffia tie.  
Pull the hangtag through the raffia until it's securely in place.



# Thank You

for joining the Responsible Packaging Movement,  
we're honored to have you stand with us.

For any questions or concerns please contact  
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