



Background to our online packaging

- JD Sports previously used branded mailing bags for online customer orders
- To conceal order source and reduce theft, we moved to plain packaging
- When reviewing the specification, JD identified an opportunity to change to our manufacturers 100% recycled material

Positive changes

- Print was removed from the mailing bag range, and our manufacturer provided JD with trial volumes of the new, recycled material
- Our manufacturer recycles UK polythene waste and re-uses the pellets in new packaging products. This reduces CO2 consumption and dependency on finite fossil-derived polythene, and re-uses valuable resources

Measuring the benefits

- By choosing to use recycled material and avoiding virgin material, the 2018 equivalent embodied carbon saving was 490t CO2e*. The equivalent CO2 saved is 4,273,043km travelled by plane, or 106 flights around the world!

490tCO2e* Saving
That is 106 flights around the world



Travel by plane saved

- Better for customers - increase in packing speeds achieved by using one style of mailing bag for all brands
- JD Sports has reduced its dependency of finite resources and use a lower carbon packaging product to help combat climate change

More to come - up next

- Improve awareness of the usability of recycled content by updating our online bag messaging to show our 100% recycled content credentials
- Trial new messaging/ specification to increase customer re-use and recycling of our online packaging

“Once JD decided to move from individually branded packaging to a generic specification, it presented a great opportunity to trial Duo’s 100% recycled material packaging. JD has been ahead of the game by successfully moving to recycled material for online packaging, and continually challenge us to help reduce JD’s environmental impact. We look forward to supporting JD with its objective to reduce, re-use and recycle materials at every available opportunity.”

John O Connell, Sales Manager, Duo UK