



Quick and easy  
sustainable changes you  
can make, now

**KINSHIPPED**

Est. 2018



## Intro to Kinshipped / Kayleigh

Total newbie to the paper industry - prior to starting the business I worked in management consultancy + brand strategy

Sustainability wasn't our top differentiator – our designs were...

We believe design and sustainability in combination propelled us very quickly within the industry, and within 12 months we were stocked in the most coveted lifestyle stores, had appeared in Elle Decoration

Currently applying for B Corp status. Check out their assessment tool for ideas on where you can go with sustainability.



## "Many Voices, One Community"

Seismic shift in the paper industry - certainly within the UK

Much of it caused by the levels of transparency that social media gives,  
but out of a necessity for us all to do better, environmentally

Doors open policy at Kinshipped. If you want to do better we'll help you - No squirrels with nuts.  
We want to show you it is possible!

We are asked every single day about how/what/where and we tell people. We WANT us all to do better.

Being environmentally conscious is NOT not about having a competitive advantage.  
This is about baseline requirement as a business operating in 2022 and beyond.



‘Quick and easy’

We’re not here to dig deep today,  
but to help you start the change

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## So where to start?

Break it down.

Map out your product journey from creation to consumer, via the hands of a retailer and/or DTC.

It might look something like this:



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## Detail - Staff / Premises

### Premises - energy/resource use

- Type of energy, can you switch suppliers/products - e.g LED bulbs
- Do you switch off at night?
- Do you print double sided as a policy, or not print at all?
- White goods - energy ratings and brand green credentials

### Staff welfare/resources

- Coffee/Tea/Toilet Roll
- Waste - what happens to your coffee granules/pods - collection for them? Or composting?
- Furniture and setup - have you thought about materials and are you opting for sustainable options?
- Do you need to buy new when you need furniture or materials?

STAFF/  
PREMISES

PRODUCT DESIGN

PRODUCT  
MANUFACTURE

DISTRIBUTION OF  
PRODUCT -  
WHOLESALE +  
DTC

WASTE  
MANAGEMENT



# Product design

## Materials

- Where they are coming from and how?
- Are you choosing the best papers? Virgin fibres are the least preferable. Papers containing PCW are the best as they are using waste product. Bamboo is more sustainable due to the speed and ease with which it grows. Scrutinise your paper stocks.
- FSC certification or better.
- How will they waste? Check! Washi tape is non-recyclable in the UK
- Design the item without plastic packaging. This is totally possible, for everything.

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# Product design

## Printing methodology

- Foils. Can be a dirty word..recyclability? Scrutinise your foils, or whether you actually need them altogether.
- Inks. There's a wonderful world of petroleum-free inks out there, even available for digital printing.

## Usage

- Items that live beyond ONE occasion
- How they will retail?
- How they will be sent DTC – is there a need for the same level of singular product protection?

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# Product Manufacture

## Where?

- Sure. China does it cheaper.
- There are definitely more local suppliers you can use, of that I am 100% confident. If a move to more 'local' is a domestic move, do it.

## Who?

- There are suppliers out there who are bending over backwards to be more green in both their processes and materials. Find them, use them.
- If genuinely, you cannot find a green supplier, ask your current supplier what their plans are. Start adding the heat.
- Things to check are processes, energy and resource usage, waste and how they manage it, materials.

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**ASK & DEMAND**

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# Distribution

## How and with who?

- Who are you selling with? And what do they require? Are they green enough for you?
- How will they retail your goods - can you guide them in a plastic-free direction?
- Question their processes

## Logistics

- One sure fire way to feel less guilty is to click the 'go green' and pay to reduce carbon emissions
- Can you produce locally and therefore lower your emissions?

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# Distribution

## DTC

- Plant a tree upon purchase? Or donate to a green supporting charity at purchase.
- Again removing plastic or waste from the consumers' plate. Compostable cellos, peanut chips. Paper tape.
- Shipping every second day?

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# Waste Management

## Reduce your waste to start

- Order what you need, not more.
- Make sure deliveries are packaged sustainably - going back to your supply chain
- Check proofs to remove printing errors - better still, get a wet proof every time

## Manage your waste properly

- Separate your waste into appropriate bins - get a card and paper bin
- Recycle
- Compost

## Think about what goes down the drain

- Make a switch to eco cleaning products

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Thank you!  
Questions?

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