



Brand standards and sustainability challenges solved through vendor management and packaging redesign

CUSTOMER CHALLENGE

Our customer, a major importer of bicycles and apparel, was experiencing fast growth, challenging the company's ability to position its brand and meet sustainability goals. Market expansion required an increased number of vendors, more coordination, and costly quality checks. This meant the company needed to meet additional sustainability requirements while also maintaining brand standards.

OUR SOLUTION

- Packaging Restricted Substance List (PRSL) management
- Redesign of retail packaging
- Global quality program
- Sourcing of sustainable and compliant materials
- Management reporting

CUSTOMER BENEFITS

Vendor management and a retail packaging redesign resulted in a 26% reduction in packaging costs, and implementation of a "one-size fits all" format achieved an additional 8% savings. Further quality management ensured PRSL compliance, as well as an overall improvement in brand consistency and carbon footprint reductions across the board.



For a customized solution to meet your business needs, contact us at **1-855-SHIP OIA** or email us at **855shipOIA@oiaglobal.com**