



HOW RETHINKING PACKAGING TO BE MORE SUSTAINABLE IS SAVING MONEY

Charter Furniture, a division of Brown Jordan International, is a leading designer and manufacturer of medium to high end furniture for the hospitality industry. Working closely with nationally known hotel chains, hospitality interior design firms and large purchasing companies, Charter has developed a reputation for quick response, full scale project support and proven ability to execute almost any type of custom seating specification.

In 2014, Charter Furniture enrolled in MindClick's supply chain sustainability measurement program. Developed by the Hospitality Sustainable Purchasing Consortium with input from the USGBC, Marriott, purchasing companies, design firms and over 20 manufacturers, the measurement program evaluates product materials, manufacturing, packaging, distribution, user impact and end of life.

While Charter Furniture scored well for use of packaging made with recycled content, one of the opportunities for improvement was in packaging optimization efforts, with the goal being to reduce the amount of packaging in hotel renovation and new construction projects.

To improve their sustainability performance, Charter purchased the Packsize On Demand Packaging System. Packsize On Demand Packaging[®] replaces the "store and retrieve" packaging process by placing a corrugated converting machine with a very small footprint together with a stack of corrugated material directly on the pack line. This gives manufacturers the ability to instantly create a box that perfectly matches the product that is to be packaged and shipped.

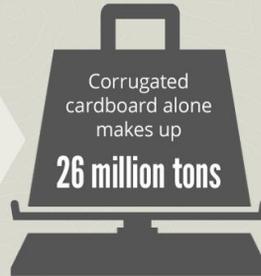
According to Packsize, there is an average amount of 40% empty space per package, resulting in a lot of excess shipping costs, distribution related ghg emissions and material waste.

GET TO KNOW THE DAMAGING EFFECTS OF BAD PACKAGING

Every year waste in the millions of tons is produced by bad packaging. Here's what that adds up to, as well as the positive effect that on demand packaging has on the environment...

76 million tons
of waste comes
from packaging

(that's 30% of all trash)



Corrugated
cardboard alone
makes up

26 million tons



40%

of all packages
shipped is
empty space

If empty packaging space were eliminated, we'd save...

El Salvador
8,124 sq miles

12,631 sq miles
of corrugated

Kuwait
6,880 sq miles

Israel
8,020 sq miles

Fiji
7,055 sq miles

Jamaica
4,244 sq miles



6.9 million cars would be taken off the
road from saved production & shipping

That's more than all the cars in New York City,
Los Angeles, & Chicago combined



Over 342 sq
miles of forest

equaling roughly
98.8 million trees



The Packsize system helps companies save on average 35% in total packaging costs, limit the quantity of damaged items, and reduce their packaging's overall environmental impact on the planet.

In 2015, Marriott and MindClick launched the Marriott Supplier Sustainability Assessment Program (MSAP), as a requirement of all contracted furniture suppliers. MSAP, based on the MindClick sustainability measurement program, is customized to align with Marriott's business objectives and integrate with contracting. Upon receipt of Marriott's announcement, Charter sent off the following note:

"Partnering with MindClick in 2014 gave us an advantage to hit the targets presented in the coming year. I am proud to say Charter has purchased, and is now operating, the Packsize On Demand Packaging system in our Liberty, NC location. It even features a core of 16% recycled material. Material is 100% recyclable according to our rep. We look forward to our partnership and taking even more steps forward."

-Kevin Cloniger, Designer/ CAD Engineer for Charter Furniture

