

## Client Case Study: JD Williams



**Challenge:**  
Help JD William's to meet their Corporate Social Responsibility objectives by empowering the firm's customers to recycle old and unwanted clothing.

**Solution:**

Clothing giant JD Williams has signed up to the Sustainable Clothing Action Plan (SCAP) and pledged to play its part in reducing the carbon, waste and water footprints of the clothing they supply or receive in the UK by 15% by 2020.

As part of this commitment, senior managers at JD Williams were keen to develop a scheme aimed at encouraging customers to recycle old and unwanted clothing. The clothing collected will be given to leading textile recycler Triad which fundraises to stop the exploitation of people and the environment caused by the global clothing supply chain.

The recycling scheme is designed to use JD Williams' existing distribution network and aims to reduce the amount of clothing that goes to landfill and will work by placing a specially designed collection sacks within all outbound mail order packages . This will allow customers to bag up unwanted clothe before arranging a collection by the firm's delivery drivers giving JD Williams' customers comfort that their unwanted items are collected by a brand they trust.

With this in mind, JD Williams approached Duo UK, which currently designs the company's outbound mailing bags, to develop the collection sack concept. Andy York, Ethical Trading Manager for JD Williams, explained: "As a responsible retailer we are always looking for ways to conduct our business in a more socially responsible way. The recycling bag scheme is a simple yet efficient way to do just that – at no cost or trouble to our customer."

Duo advised on the most appropriate polythene material blend to achieve a lightweight but strong sack and helped develop a design to communicate user instructions, whilst also aligning with the JD Williams brand image.

Devising an efficient logistics and delivery strategy was another area of consideration and Duo was able to dovetail delivery of this product with deliveries of outbound packaging, ensuring JD Williams benefit from a seamless, cost-effective service and eradicating any additional road mileage.

