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OIA Global & Ditto Sustainable Brand Solutions Announce "Garments on Ditto" Sustainability Program

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Global supply chain management company, [OIA Global](#) (Portland, OR), and green product design company, [Ditto Sustainable Brand Solutions](#) (Oakland, CA), are joining forces to launch a world-wide innovations program for shipping and retailing clothing. Called [Garments on Ditto](#), the program is designed to replace the estimated **40 billion** virgin-plastic, single-use hangers used to ship garments into the United States with a sustainable, 100% recyclable alternative.



[Garments on Ditto](#) is a truly industry-changing program that eliminates the wasteful and toxic trend of shipping clothing on single-use plastic retail hangers and replacing them with a sustainable and recyclable alternative providing multiple benefits such as:

- *More Sustainable/Efficient Shipping:* Up to 20% more efficient with savings in all shipping costs.
- *More Sales per Retail Square Foot:* Up to 50% more garments hung in retail stores.
- *More Marketing Add-Ons:* 100% more marketing value with branding, messaging and QR codes that go home with the consumer.
- *Zero Waste:* 100% recyclable either at the retail store or in consumers' curbside recycling programs.
- *100% Nontoxic:* Soy-based inks and starch-based adhesives – no heavy metals, chlorine, or formaldehyde.

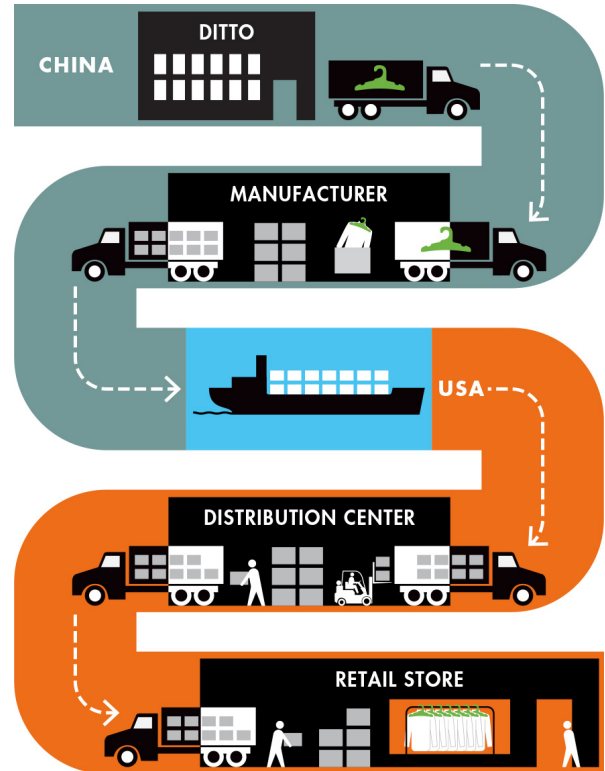
Ditto's innovations team worked closely with OIA Global to design a program that proved [Garments on Ditto](#) significantly reduces the cost of shipping at every step of the logistics chain, from overseas suppliers and clothing manufacturers to retail sales to disposal of the hangers at the stores. And the program brings with it a previously unheard of ability to market and communicate with consumers in new and exciting ways.

Key to this program is the Ditto Hanger, made from 100% recycled paper fiberboard. Tested for over 8 years in retail stores around the world, the Ditto Hanger is extremely durable, has

marketing and retail benefits not possible with plastic hangers and is 100% recyclable anywhere.

For the last 30 years more and more companies are shipping clothing to the United States on single-use plastic hangers in a program called “Garments on Hangers” (GOH). Studies have shown that 85% of all retail plastic hangers are thrown out at the store level, resulting in a staggering *34 billion* plastic hangers going into landfills annually (enough to fill *19.6 Empire State Buildings*). That translates to *93 million* virgin plastic retail hangers being thrown away at stores across the country every day.

“Most people think those plastic hangers in stores are used over and over again.”, said Ditto’s founder and CEO, Gary Barker. “In Garments on Hanger programs, the plastic hanger is put on the clothing overseas and shipped to the store in the US. Once the garment is sold, there’s no reuse for the plastic hanger, so into the dumpster it goes.



“We were able to show that this cheap, single-use plastic hanger isn’t as cheap as we thought, actually costing almost 10 cents more per garment to ship, including the remarkable 3-cent cost to dispose of each plastic hanger – retailers are paying a premium to send tons of plastic to our landfills.” With cost savings like this, and the additional marketing and retail benefits, Garments on Ditto not only costs less, but is good for the environment as well.

“We consider the Garments on Ditto program a good example of solving major problems by simply being smarter in the way products and systems are designed.”

The Garments on Ditto program launches in July 2015.

For more information on Garments on Ditto, contact Gary Barker at 510.261.7343 or gbarker@garmentsonditto.com.

Garments on Ditto is an innovations partnership with OIA Global and Ditto Sustainable Brand Solutions.


OIA Global has become a leading and truly original supply chain management company. Our service offering of Materials, Packaging and Logistics makes OIA the most unique

provider in the business. We believe it's our dedicated staff of the industry's world-leading third party logistics provider that delivers a unique combination of global logistics and creative packaging solutions. OIA's procurement, packaging and distribution create a truly collaborative global logistics program.

OIA GLOBAL / 2100 SW RIVER PARKWAY / PORTLAND, OR 97201, USA / 503.736.5900 / www.oiaglobal.com

Ditto Sustainable Brand Solutions conceives, engineers and produces highly designed, sustainable retail displays for the conscientious retailer. Ditto designs extraordinary alternatives to the industry norm of using virgin, toxic, and limited resource materials with little or no consideration for environmental consequences. Ditto products and programs are highly functional, customizable and provide manufacturing and market-trend solutions to the environmental misalignment of a billion dollar garment industry.

DITTO SUSTAINABLE BRAND SOLUTIONS / 1148 E. 18TH ST. STE 5 / OAKLAND, CA 94606, USA / 510.261.7343 / www.dittobrandsolutions.com



GARMENTS ON DITTO

AN INNOVATIONS BREAKTHROUGH IN RETAIL GARMENT:

- LOGISTICS**

- SALES**

- MARKETING**

- SUSTAINABILITY**


A brand new, reengineering of Garments on Hangers providing significant savings and value add-ons such as:

- 20%** savings on all shipping + logistics
- 50%** more product in retail stores
- 100%** more marketing + branding power
- 100%** recyclable - zero waste

for more information on Garment on Ditto's savings and increased sales, email contactus@garmentsonditto.com

GARMENTS ON DITTO
An innovations partnership with

OIA GLOBAL / **ditto** sustainable brand solutions
Logistics solutions, creatively packaged





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