

## BASELAYER PACKAGING: The Good and the Bad

The first Capilene® Underwear (circa 1985) came packaged in red, white and blue polyethylene bags with attached handles and red, white and blue graphic inserts. The objective was to protect the product and keep it clean, and to be able to reopen and close the package with ease. But the packaging took extra store space to display properly – and was environmentally wasteful. As a stop-gap we printed suggestions on the back for reuse of the bag. This didn't go over well with customers, who found it patronizing.

However, one large packaging problem goes unsolved as yet – and largely unnoticed by consumers. Every unit we produce goes into its own plastic shipping bag to keep it clean from factory to end consumer. We still don't have a good alternative. The bags don't even have, as yet, recycled content. We do try to recycle as many as we can, by shipping them to companies that make lumber from recycled plastic, but this is not enough. We continue to look for a solution.



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Next we switched, sometime in the early nineties, to recycled paper bags, which tore – quickly and without provocation.

Next, we worked with an outside consulting team to develop roughly the current retail racking system and a minimal “sushi roll” package of basic information and two rubber bands.

Other packaging ideas we've explored over the years include self-bags, mesh bags, napkin rings, an enviro eggshell, paperhangers and webbing straps with buckles. But in the end, the sushi roll has proved the most effective. Some countries, culturally, won't accept sushi-rolled underwear and for those countries we ship baselayers in recycled-cardboard boxes. But the majority of the units we ship go out with minimal packaging.