



ECOBAG

CORTEX

YOUR SUSTAINABLE SOURCING PARTNER

A close-up photograph of a glass fishbowl. The bowl is filled with clear water and contains several small, green, feathery aquatic plants. Numerous small, light-colored fish are swimming throughout the water. The background is a soft, out-of-focus light blue and white. Overlaid on the center of the image is the text "LET'S CHANGE THE WORLD MAKE WASTE OBSOLETE" in a bold, black, sans-serif font, arranged in four lines.

**LET'S CHANGE
THE WORLD
MAKE WASTE
OBSOLETE**



ECO-BAGS

IMPORTANCE OF ECO-FRIENDLY PACKAGING FOR E-COMMERCE AND DTC BUSINESSES

SHOPPER PREFERENCES HAVE EVOLVED.

As the world adapts to ongoing unpredictability, there is widespread consensus that many consumers will continue to shop online. Sixty-nine percent of US shoppers say that the pandemic changed their shopping behaviors, with 80% preferring to shop online.

Global retail e-commerce sales are expected to climb to almost \$5 trillion USD this year, reaching \$7.4 trillion by 2025. Consumer confidence in online commerce is growing and as travel restrictions remain, the number of shoppers looking outside their country for the right products will continue to accelerate.

Consumer brands need to make direct-to-consumer economics feasible and the customer experience seamless. Consumer brands have been seeking to establish direct relations with end customers for a range of reasons: to generate deeper insights about consumer needs, to maintain control over their brand experience, and to differentiate their proposition to consumers. Increasingly, they also do it to drive sales. For any brands that have considered establishing a direct-to-consumer (DTC) channel in the past and decided against it, now is the time to reconsider. COVID-19 has accelerated profound business trends, including the massive consumer shift to digital channels.

ECO-BAGS

REVENUE GROWTH

Leading brands thoughtfully consider their revenue goals for DTC and the ways to best to meet them.

DTC channel role. Start by defining the role DTC should play for the brand. Does the company aspire mainly to generate incremental sales? Or pursue other objectives, such as brand differentiation and insights generation? Or a combination? Nike, for example, invests in DTC as a way to further establish its brand. As the number of its third-party distribution partners grew over the years, the brand risked being diluted because of inconsistent consumer experiences. In 2020, Nike reported that one-third of its global sales were completed through Nike Direct. In a similar vein, 75 percent of online shoppers say they prefer a personalized experience. For example, fashion brands such as Maje, Sandro, and The Kooples offer exclusive online pre-sales to registered online customers.

Assortment. Many brands choose to adapt their DTC assortment to the specific requirements of their sector and consumers.

E-COMME

SOCIAL
MEDIA

PAYMENT



ECO-BAGS

DTC/E-COM - ECO BAGS

The leading global apparel, and beauty brands drive over \$BN GMV annually with their sustainable activities like adopting sustainable packing as well for enhance their branding. If you're looking to scale your e-commerce channel, Cortex DTC/E-com Eco bag solution to fit your DTC needs.

Water-soluble and biodegradable Eco bags offer a unique solution that aligns with the growing demand for sustainable practices in the modern Eco conscious world.

Water-soluble and biodegradable Eco bags are designed to dissolve completely in hot water, leaving no harmful traces or micro plastics behind. This innovative feature makes them an excellent choice for environmentally conscious consumers who are looking for sustainable packaging options. By adopting these bags, your business can enhance its sustainability branding and appeal to customers who prioritize eco-conscious choices.

When introducing the concept of E-commerce and DTC to apparel brands, it's crucial to highlight the benefits and importance of these business models. E-commerce and DTC provide direct access to end customers, allowing brands to generate deeper insights about consumer needs, maintain control over their brand experience, and differentiate their proposition. With the rise of digital channels, consumers are increasingly shifting towards online shopping, making it an opportune time to establish a DTC presence.



ECO-BAGS

KEY FEATURES:

Sustainability: Highlight the eco-friendly nature of our bags, emphasizing their biodegradability and water solubility. This feature ensures that the bags do not contribute to plastic waste and aligns with the sustainable practices adopted by leading brands like H&M, Zara, and Reformation.

Enhanced Brand Image: By adopting our Eco bags, apparel brands can enhance their sustainability branding and appeal to eco-conscious consumers. This can lead to increased brand loyalty and positive associations with environmental responsibility.

E-commerce and DTC Benefits: Showcase the advantages of E-commerce and DTC, such as direct customer relationships, deeper consumer insights, and the ability to differentiate the brand experience. Highlight success stories of brands that have successfully implemented DTC strategies, such as H&M, ZARA, Nike's aim to grow its DTC sales from 30% to 50%.

Normal Pain Points which Apparel Brands facing: Acknowledge the concerns apparel brands may have about fulfillment, pricing, cannibalization of other channels, and resource allocation. Provide solutions and reassurance by highlighting the profitability potential, scalability, and long-term growth opportunities associated with E-commerce and DTC.

ECO-BAGS

MANY LEADING APPAREL BRANDS HAVE EMBRACED SUSTAINABLE PRACTICES AND ADOPTED DIRECT-TO-CONSUMER (DTC) AND E-COMMERCE & ADOPTED SUSTAINABLE PACKAGING . HERE ARE A FEW EXAMPLES OF SUCH BRANDS:

- **H&M:** H&M is committed to sustainability and has implemented various initiatives, including their “Conscious” collection, which features more sustainable materials.
- **Zara:** Zara has made efforts to reduce its environmental impact by launching its “Closing the Loop” program, which focuses on recycling and reducing waste.
- **Reformation:** Reformation is known for its sustainable practices, including using eco-friendly materials and implementing responsible manufacturing processes.
- **Nike:** Nike has been actively investing in DTC strategies and aims to grow its DTC sales from 30% to 50%.
- **Adidas:** Adidas has also been focusing on DTC sales and has seen significant growth in its digital sales.



ECO-BAGS

MANY LEADING APPAREL BRANDS HAVE EMBRACED SUSTAINABLE PRACTICES AND ADOPTED DIRECT-TO-CONSUMER (DTC) AND E-COMMERCE & ADOPTED SUSTAINABLE PACKAGING . HERE ARE A FEW EXAMPLES OF SUCH BRANDS:

These brands have recognized the importance of sustainability and have successfully integrated it into their business models. By adopting water-soluble and biodegradable Eco bags, your brand can further enhance its sustainability branding and appeal to eco-conscious consumers. The unique features of these bags, such as water solubility and biodegradability, align with the growing demand for sustainable packaging options.

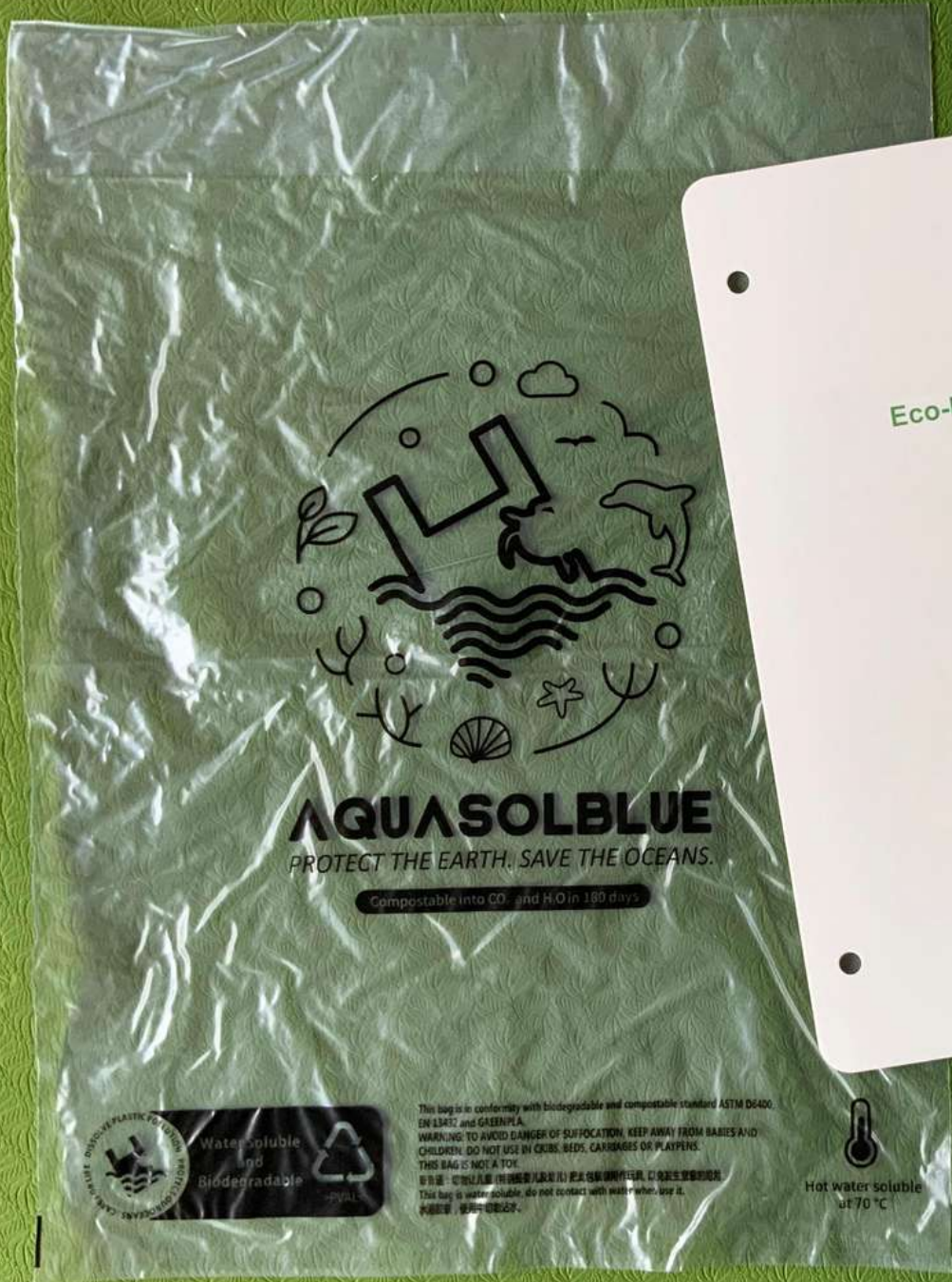
Please note that the specific benefits and impact of adopting water-soluble and biodegradable Eco bags may vary depending on the brand's specific goals and target audience. Conducting market research and consulting with apparel brands directly can provide valuable insights for tailoring your offerings to their unique needs.

Remember, sustainability is not just a trend; it's a commitment to a better future. Together, we can make a positive impact on the environment while driving business growth.



ECO-BAGS PRODUCT PICTURE





AQUASOLBLUE

PROTECT THE EARTH. SAVE THE OCEANS.

Compostable into CO₂ and H₂O in 180 days



This bag is in conformity with biodegradable and compostable standard ASTM D6400, EN 13432 and GB/T 19241.
WARNING: TO AVOID DANGER OF SUFFOCATION, KEEP AWAY FROM BABIES AND CHILDREN. DO NOT USE IN CRIBS, BEDS, CARRIAGES OR PLAYPENS.
THIS BAG IS NOT A TOY.
警告：切勿让幼儿、儿童或宠物接触此袋，以免发生窒息的危险。
This bag is water-soluble, do not contact with water when use it.
此袋可溶，使用时切勿沾水。



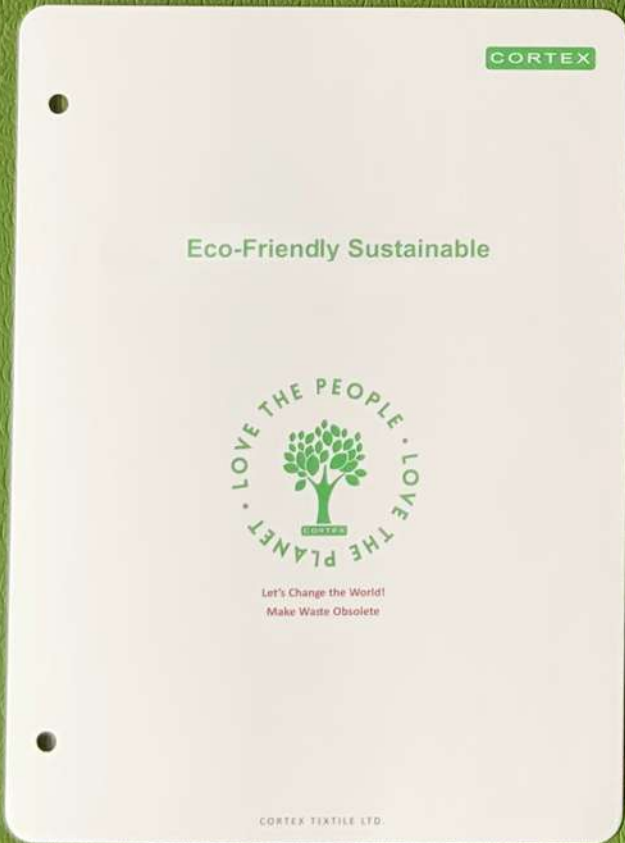
CORTEX

Eco-Friendly Sustainable



Let's Change the World!
Make Waste Obsolete

CORTEX TEXTILE LTD.





AQUASOLBLUE

PROTECT THE EARTH. SAVE THE OCEANS.

Compostable into CO₂ and H₂O in 180 days



CORTEX

Eco-Friendly Sustainable



Let's Change the World!
Make Waste Obsolete

CORTEX TEXTILE LTD.



PASSING ON BEAUTIFUL EARTH
TO FUTURE GENERATION



Takas

TÚI LÀM TỪ CHẤT LIỆU PHÂN HỦY SINH HỌC
THIS ECO-FRIENDLY BAG IS BIODEGRADABLE IN NATURE

Chú ý

- Tránh xa tầm tay trẻ em
- Tránh để cháy. Giữ cách xa nguồn lửa.
- Túi có thể bị rách nếu nặng lên nặng hoặc vật sắc nhọn.
- Có thể làm sẫm màu quần áo tiếp xúc với vết bẩn.
- Vui lòng tái sử dụng túi.

Warning

- To avoid danger of suffocation, please keep away from babies and children.
- Flammable material. Keep away from fire.
- Sharp objects and overloading may cause bag to tear.
- Excessive contact with things with clothes may cause color to transfer.
- Re-usable, please re-use.



L



CORTEX

Eco-Friendly Sustainable



Let's Change the World!
Make Waste Obsolete

CORTEX TEXTILE LTD



ECO-BAGS

FAQ

Q:1- Does the Eco-Bag dissolve in water at room temperature?

A: Eco-Bag is designed to dissolve in hot water within the recommended temperature range of 70-80°C & does not dissolve at room temperature.

Q:2- What is the shelf life of the Eco-Bag?

A: When stored at room temperature (20-25°C), the shelf life of Eco- Bag is approximately ≥ 3 years.

Q:3- Are different sizes/thicknesses and multiple prints available?

A: Yes, Available in various sizes/thicknesses and supporting up to four colors of print. For detailed information on size and pricing, please reach out to info@cortextextile.com.

Q:4- Is it possible to add scent or flavor to the eco-bag?

A: Yes, we can add some selected scents and flavors to Eco-Bags, without using any harmful chemicals.

Q:5- Does the Eco-Bag have any testing and quality certificates?

A: Yes, ISO9001-2015 certified. ASTM D 6400(USA), EN 13432 certified for compostable standards, and passed the Costco Smart Screening test.



ECO-BAGS

FAQ

Q:6- Does the Eco-Bag require additional packing guidelines?

A: This bag can be used for many purposes just like the ordinary poly bag, The only guideline is that hot liquids can not be stored directly in the bag.

Q:7- Can exposure to water or moisture or even hot container condition during transit damage the eco bag and garments?

A: Proper packaging by using master poly bag and proper handling, should prevent water ingress and minimize the risk of damage during transit. Also in hot container condition will not impact our Eco-Bag.

Q8: How do Eco bags hold up to unforeseen transit delays due to strikes or natural disasters?

A: Eco bags have been tested using ISTA-7E10-12/ISTA 7E test methods to withstand high temperatures and humidity during transit, even over extended periods. They are also resistant to punctures, tears, and abrasions, ensuring that the garments inside remain intact and undamaged.

Q9: How does the hot water type Eco bag dissolve only in hot water and not in normal water?

A: The hot water type Eco bag is made of polyvinyl alcohol (PVA), a synthetic polymer that is soluble only in hot water (above 70°C) but not in cold or room temperature water. This process is irreversible and does not leave any harmful residues or micro plastics.



ECO-BAGS

FAQ

Q10: I've heard that Eco bags can be sticky and challenging to handle. Is this true?

A: Initial Eco versions got some feedback has mentioned difficulties in repacking and handling Eco bags in the past. However, the latest generation of Eco bags comes in various thicknesses and is designed to be non-sticky for easier handling.

Q11: How do Eco bags handle extreme heat and cold conditions?

A: Eco bags can handle temperatures from -40°C to 80°C. Extreme temperatures may temporarily affect flexibility, but they will return to normal in moderate conditions.

Q12: Are Eco bags easy to handle for returns and packing, and are they transparent for barcode & QR code scanning?

A: Eco bags are lightweight, flexible, and easy to handle for returns and packing. They are fully transparent, allowing for easy barcode & QR code scanning on the outside. The latest Eco Bag generation has an excellent hand feel and texture.



ECO-BAGS

FAQ

Q13: What is the cost difference between traditional plastic and biodegradable water-soluble Eco bags?

A: Eco bags little expensive than plastic and biodegradable bags. But considering for achieve your sustainable goal and government regulation and more over getting the more explore of your brand image on Eco conscious consumers and business generation this cost is nothing.

Q14: Are there any potential cost savings or long-term benefits associated with using Eco bags that we should be aware of?

A: We have mentioned in our catalog the potential cost savings, such as reduced disposal fees or enhanced brand reputation, which can make a strong case for adopting Eco bags.

Q15: How can Eco bags help me comply with the environmental regulations and standards in my target markets?

A: Eco bags can help you comply with the environmental regulations and standards in your target markets by reducing your environmental impact and demonstrating your social responsibility. Eco bags are certified by various international organizations, such as ASTM, EN, OK Compost, and TUV Austria, for their biodegradability, compostability, and eco-friendliness. You can find the certificates and test reports in our catalog.



ECO-BAGS

FAQ

Q16-Any country allow to dissolve the PVA Eco bag in water or sea?.Will not be any legal and regulation issues for PVA Eco bag adopting for any country due to its water dissolving features.

A: Nobody is looking to put the waste in the sea & its is compostable and landfill safe.Even Certification OK biodegradable water says it is safe.So even these PVA Eco bags accidentally get in to sea water also may not be an issues and its is safe.

Q17:Is PVA safe for food storage?

A: The soluble film is designed to resist compression and trigger an aversion reaction in case of oral contact, making it safe for cleaning purposes. Additionally, PVA is approved by the Food and Drug Administration for use in food packaging and pharmaceutical applications. So from all these supporting facts we can say that this PVA Eco bag even can garbage with organic waste & so any issues for composting and waste management regulations in any country.

Q18: I've noticed a strange smell from Eco bags, like glue or vinegar. Is this normal?

A: The smell is from natural components in Eco bags and is harmless. It fades over time, and we have received no complaints or concerns from customers.



ECO-BAGS

FAQ

Q19: How saying PVA material is very safe & has innovative benefits for medical & other industry?

A: PVA Eco bag already passed Costco's smart screen RSL test & also marine safety tests. Also Water-soluble polymers can be utilized for drug delivery in the medical industry. As they break down inside the body, the drug is released gradually. Hospitals around the world are using PVA laundry bags that dissolve during the washing process. PVA detergent pods are widely used in almost every country in the world.

Q20: Are there any ongoing innovations or developments in Eco bag technology that potential leads should be aware of?

A: Our research and technical team keep working on great innovations for stylish, sustainable packaging solutions. We have already improved material features and recently developed water-resistant hot water-dissolve type master Eco bags. This showcases our commitment to staying at the forefront of sustainable packaging solutions.

An aerial photograph of a dense, lush green forest. A dirt road winds through the trees, curving from the left towards the right. The lighting is bright, creating a mix of deep greens and lighter, sun-dappled areas.

THANK YOU FOR YOUR TIME !!

**FOR ENQUIRIES CONTACT :
INFO@CORTEXTILE.COM**

WWW.CORTEXTILE.COM