



Instructions:

- Feel free to mix and match the templates to make them work for your storefront, email, and social media copy
 - Resist the temptation to copy + paste
 - Include your brand voice and personality
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General sustainability statement

Sustainability is important to [your store name]. We're getting greener every step of the way, while still providing you the quality products you deserve.

[Around 85% of all textiles](#) produced by the fashion industry end up in landfills, making it a major contributor to environmental damage. What's more, [one in every five items produced by the fashion industry](#) reach landfills without being worn even once.

As [your store name] works with on-demand suppliers, we only produce items we get an order for, avoiding textile waste from overproduction. Our printing partner's high-quality printing tech creates almost no wastewaters and uses less energy than standard industry printers.

Information about the production of the products

Each product you see in our catalog is made on-demand—once you place an order, we produce it specifically for you. This allows us to avoid overproduction and textile waste, and we're continuously working toward greener production.

Single product social media promo

Did you know that each of our [your product here] is made just for you? We only print [the product] when we receive your order for it, avoiding textile waste. So forget about mass-produced clothing and let us create your quality unique one-offs!



Information about printing tech and materials

Our clothing is printed with the direct-to-garment (DTG) printing method. The printing tech we use is made with sustainability in mind, and our Kornit printers use almost zero wastewater and less energy than standard industry printers, lowering our carbon footprint.

The inks we use for printing are vegan, water-based, and free of harmful chemicals. [Your store name] takes sustainability seriously, that's why we take care to dispose of any left-over ink according to the ink supplier guidelines.

Statement about production times

Each product you see in our catalog is made on-demand, which means once you place the order, we start working to get it to you. It takes time for us to create and send out the product, but making each order on-demand allows us to avoid overproduction. This way we get to take care of you, and the planet we all share.

You can check out our delivery times here: [insert link to info on your store about delivery times]
