


BRAIFORM

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INNOVATIVE SERVICES, SUSTAINABLE SOLUTIONS.

INFORMATION ON THE ECO-INNOVATIVE SOLUTION PROVIDER

Braiform is a UK company, with global operations, that has developed a system to re-use hangers.

The concept starts in 1990, in the US, since then experiencing an extremely rapid growth.

In 2017 it has supplied more than 2.5 billion hangers to its customers worldwide, re-used 1 billion and recycled 250 million, by this helping its customers – such as M&S and H&M – to meet their sustainability targets and helping the environment.

SHORT DESCRIPTION OF THE ECO-INNOVATIVE SOLUTION

Global closed loop garment hanger re-use.

INDUSTRIAL SECTOR – MARKET SEGMENT AND ACTUAL APPLICATIONS IN INDUSTRY

Supplier of garment hangers/accessories/print + pack into the textile/fashion/retail market.

INDUSTRIAL CLASSIFICATION - NACE CODE

SIC Code - 22290 - Manufacture of other plastic products.

1. DESCRIPTION OF ECO-INNOVATIVE SOLUTION

Technical aspects of the eco-innovative solution

Braiform partners with major retailers and garment manufacturers to re-use hangers — dramatically reducing the number that end up in landfill, and the cost to clients.

Secondary services such as hard tag re-use, plastic/metal recycling and garment processing are also part of the Braiform portfolio.

Economic and environmental benefits of the eco-innovative solution

A mature closed loop re-use programmes can off up to a 25% reduction in spend dependant on the product, return rates and geographical global supply chain network.

Environmental benefits include lower carbon emissions, waste minimisation, less drain on natural materials and landfill.

2. AVAILABILITY OF THE ECO-INNOVATIVE SOLUTION AND BUSINESS PARTNERSHIP

Market readiness, Trade mark, existing market coverage, commercialization strategy

Braiform is currently supplying re-use hangers in up to 30 different regions and working with retailers in the US, UK, Scandinavia, Turkey and Australia.

Requirements to adapt the solution to the local market and potential applications/market size

Minimal requirements apart from a factory/warehouse space and a level of local infrastructure i.e. road transportation.

On site-after-sales services support and the technical assistance requirements

Braiform has a global network off customer services.

Targeted local business partners

Retailers and garment manufacturers
Logistic companies (for reverse logistic operations).

Open to evaluate new form of collaboration in security tag re-use, garment processing, waste management.

Type of local business partnership sought

Open to different form of cooperation, depending on the partner's profile.

The SwitchMed Program is funded by the European Union and implemented by the United Nations Industrial Development Organization (UNIDO) in cooperation with UN Environment Mediterranean Action Plan (UN Environment/MAP), the Regional Activity Centre for Sustainable Consumption and Production (SCP/RAC), and the UN Environment Economy Division.



Regional Activity Centre
for Sustainable Consumption
and Production

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