



Prana Reduces Poly Bag Use by 31,000 Pounds

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Prana has begun cutting back on the number of plastic bags it uses in packaging with the Poly Project.

“We took a walk through the warehouse and asked ourselves, ‘Does this piece really need to be in a poly bag?’ It was as simple as that,” said Prana Director of Sustainability Nicole Bassett. “We started to look at alternatives, and three years later, thanks to some research and amazing teamwork, we have cut 31,000 pounds of plastic so far — it really adds up.”

The apparel industry standard is to ship each product in its own, protective plastic bag. The core of Prana’s Poly Program is to continue delivering products with the aesthetic and quality people expect, but without the waste. PrAna put together a task force to identify areas of opportunity and conduct tests to see if more colors and styles could do without a protective bag.

“We’ve received great feedback since we started this project, and we take all that information from our factories, customers and employees to push ourselves to take more products out of plastic,” said Bassett. “I love this project because it’s about making a positive change for the planet, our customers, and I can see my Prana teammates are excited and inspired by it, too.”



PrAna’s sustainability strategy includes a commitment to cut waste throughout its operations, through energy conservation, recycling, and reducing plastic packaging.

PrAna draws its name from the ancient Sanskrit word for breath, life and vitality of the spirit. From its beginning in 1993, the company has been committed to weaving sustainable practices into its operations and supply chain, working to reduce its impact on soils, water supplies and other natural resources while promoting conservation. The first major apparel company in North America to offer Fair Trade USA certified products and accessories, Prana was acquired by Columbia Sportswear earlier this year. PrAna is sold in five flagship stores, online at prana.com, and in 1,400 specialty retailers across the US, Canada, Europe and Asia.