

RepSpark x OIA Presents

01

Sustainability in
Today's Digital
Climate

Speakers



Meghann Butcher

PRESIDENT/ REPSARK

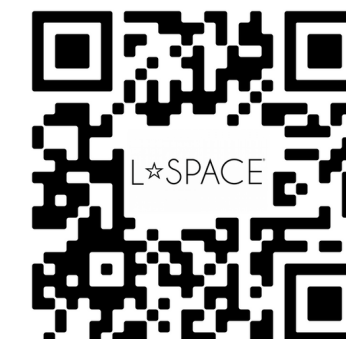
Meghann Butcher is the President of RepSpark.



Dac Clark

CEO/ L*SPACE

Dac Clark is the CEO of L*Space.



Objectives

We are faced with a new season where selling virtually and digitally is vital.

In this webinar, we are covering the lessons learned from other brands during this transition.

Get ready as we cover new ways of:

- Making transactions easier for buyers
- How going digital is sustainable to your brand
- Examples of brands adopting this solution and how it's helped their business grow

Report Contents

Part 1: Background

- The Old Way
- MSW Stats
- Creating an Impact

Part 2: Go Digital

- Digital Catalogs
- Virtual Showrooms
- Paperless Transactions

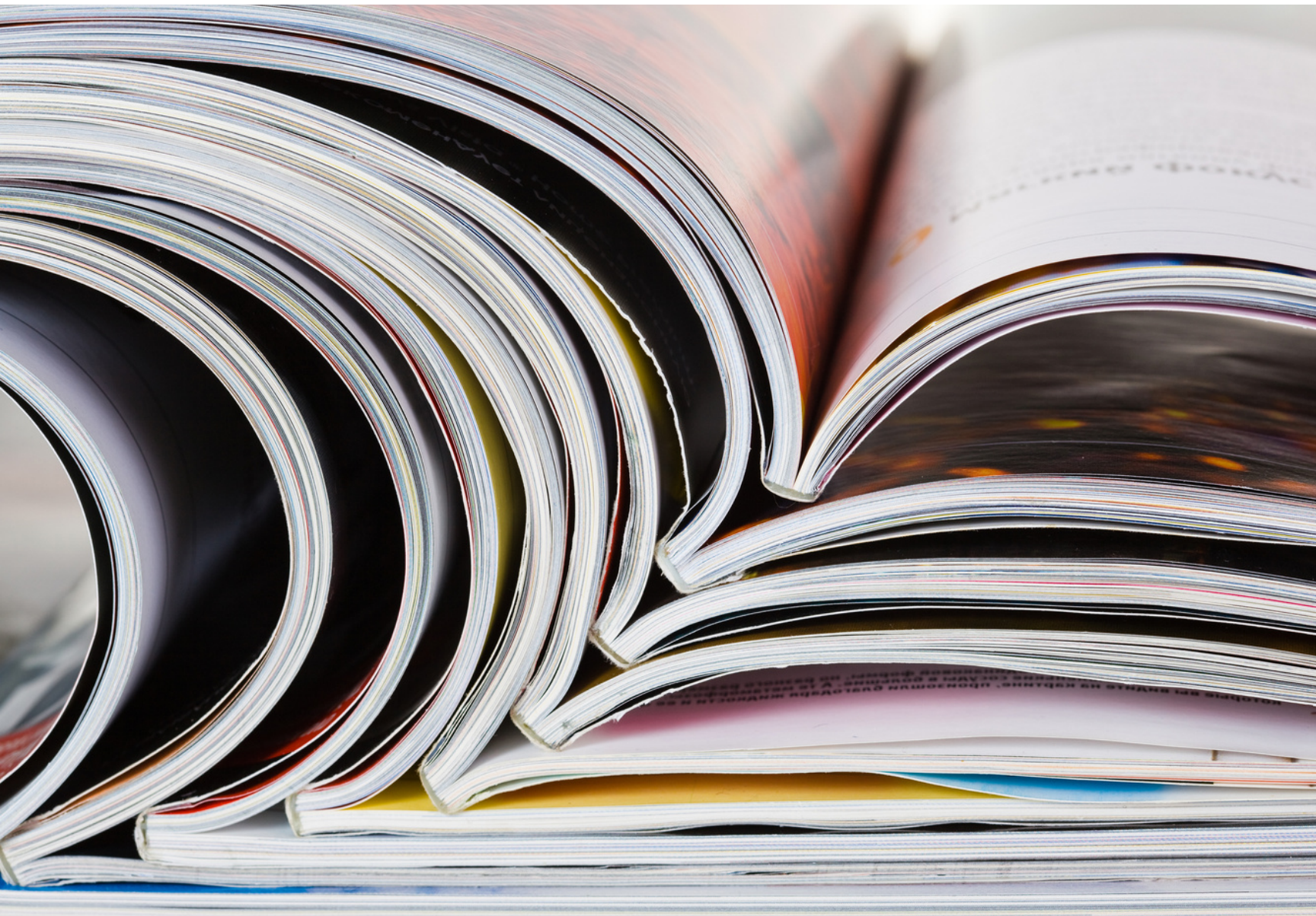
Part 3: Success Stories

- L*Space
- Stance
- Pura Vida

Part 1:

Background





The Old Way

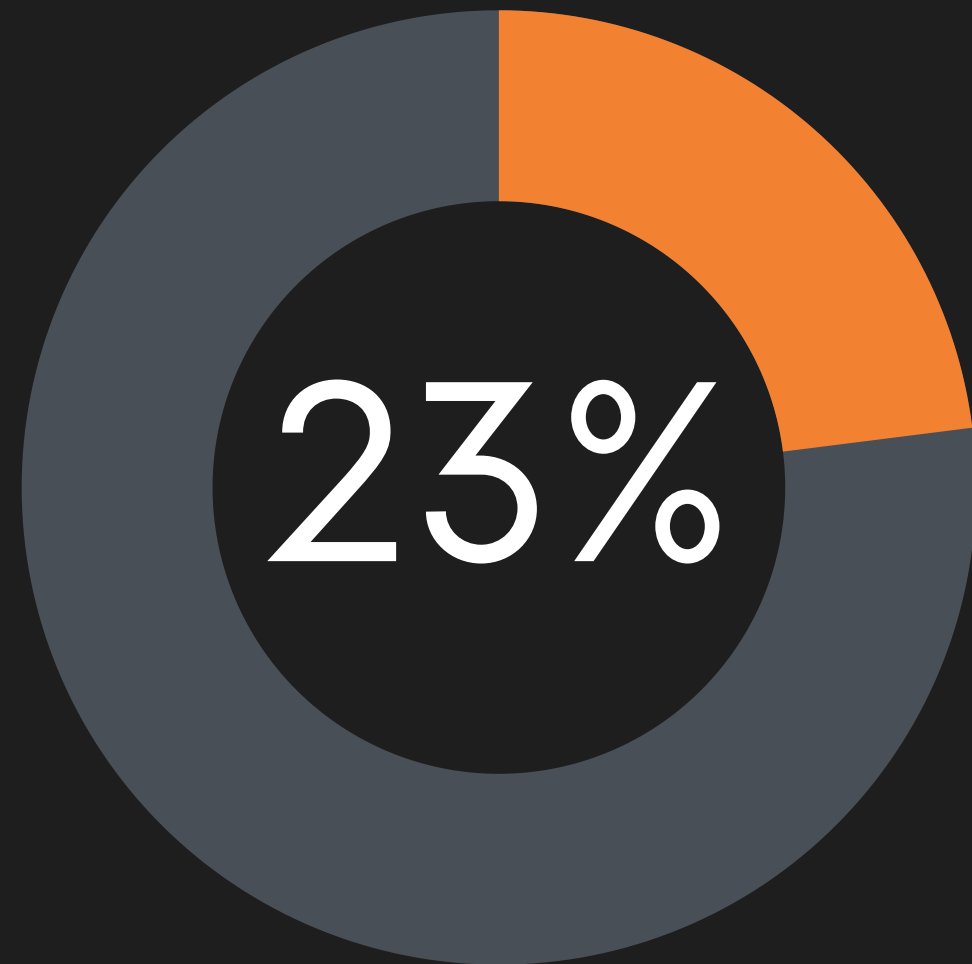
Printed Catalogs, In-person tradeshow, large sales meetings, major account buyer travel, showroom attendance, and one-to-one sales buy with buyers were once the only way to do business.

Not anymore.

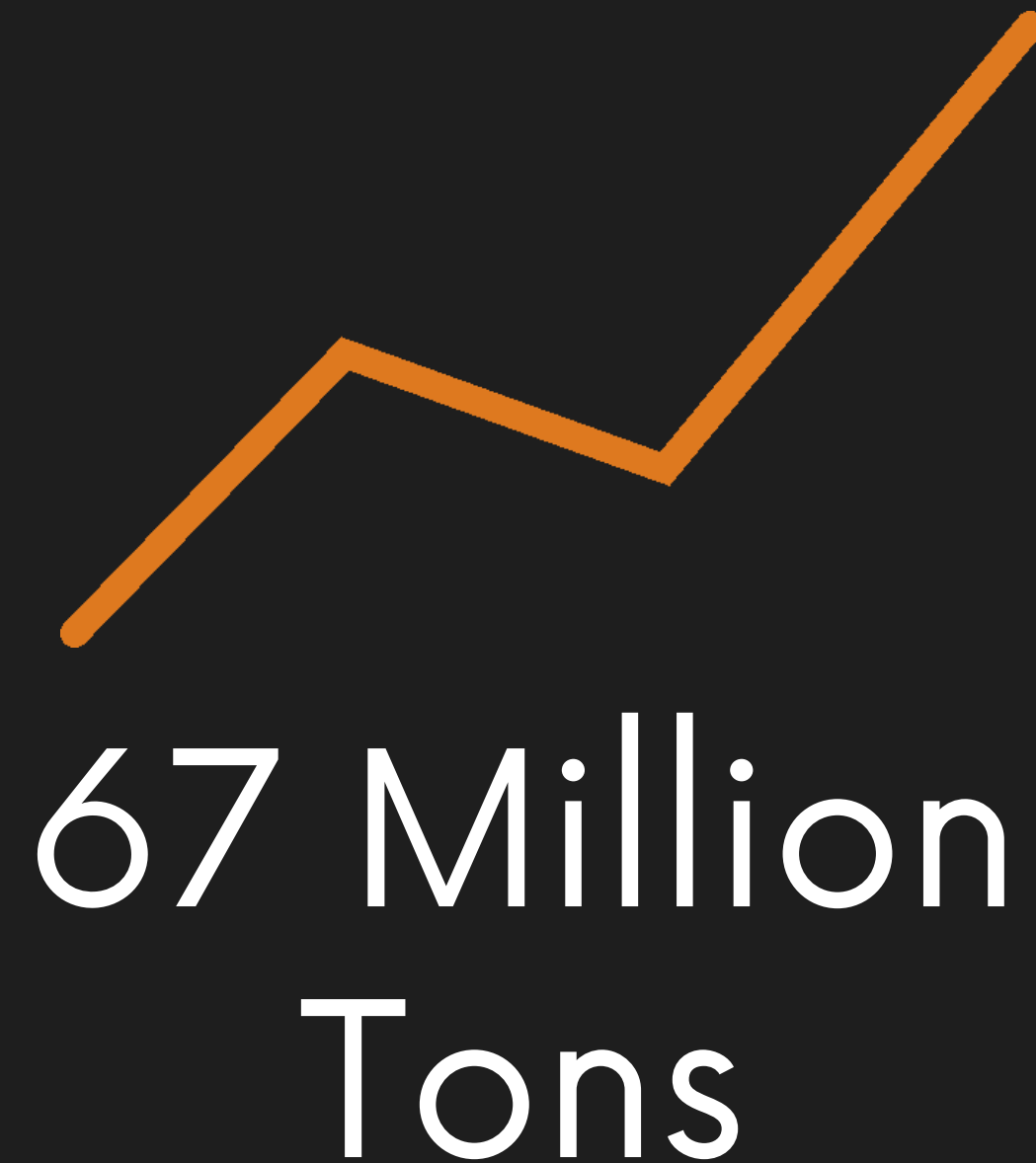


The New Normal

- Digital Catalogs
- Virtual Showrooms
- Remote Video Meetings
- 24/7 Line Presentations
- Digital Samples and Swatches
- Curated Assortments
- Virtual Buyer and Sales Rep meetings



Paper Waste Accounts for 23% of MSW (Municipal Solid Waste)



is equal to 23% of MSW (Municipal Solid Waste)



15 Tons of Wood
90.1 Trees



67,600 lbs of CO2
6.1 Cars/yr



95.8 mm BTUs
114
Refrigerators/yr

Cost of 5000 Printed Catalogs



80,400 gallons of
water
58 washers/yr



4,430 lbs of waste
1,010 human
waste/ day

Part 2:

Go Digital

Sustainable Solutions

Digital Catalogs

Replaces costs of paper catalogs and reduces single-use waste.

Virtual Showrooms

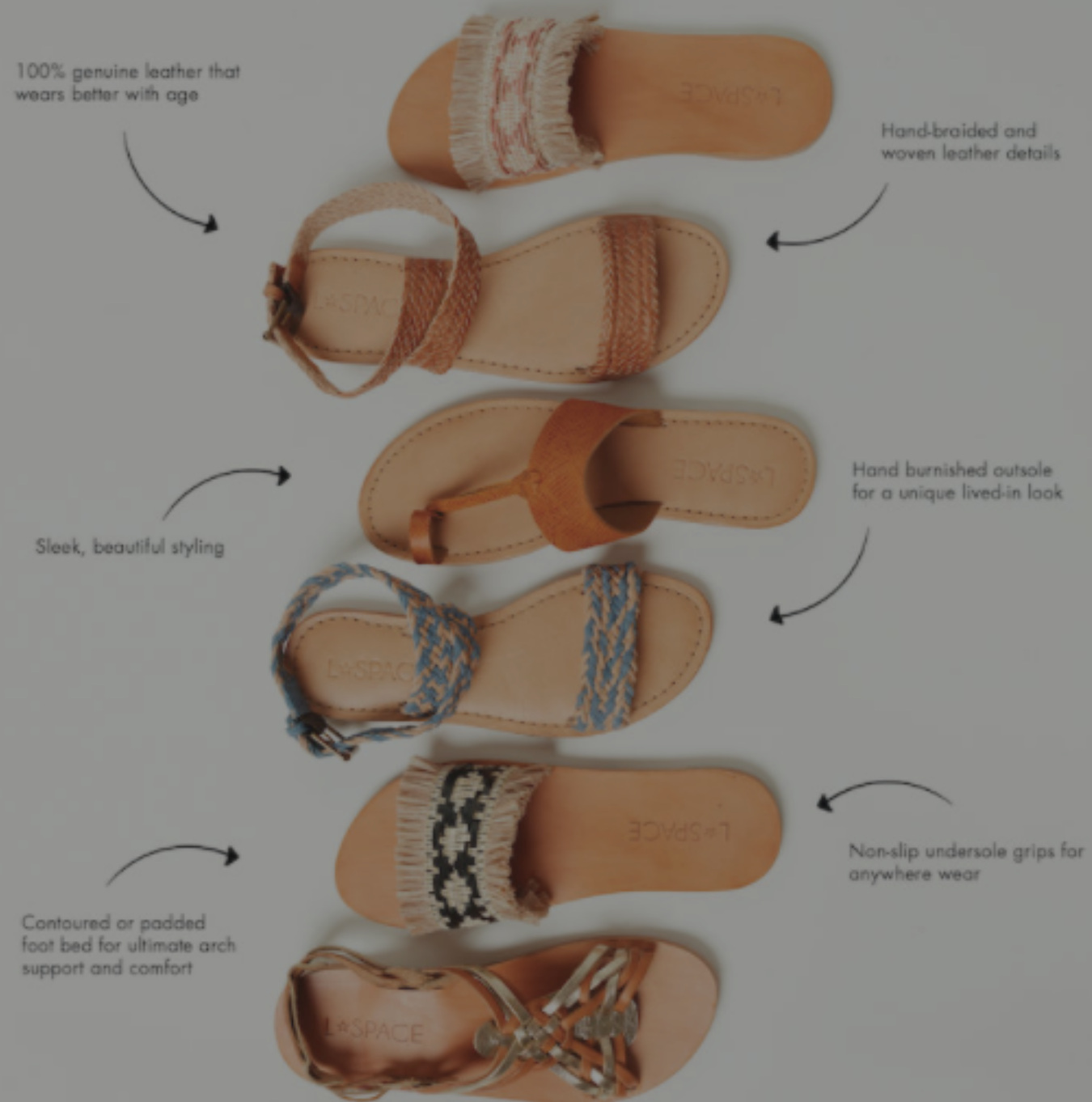
Provides a personal and immersive experience for buyers and brands without compromise for additional fabrics or samples.

Paperless Transactions

Keeps inventory and transactions in sync, provides the ability to transact without additional paperwork, proposals, or printed excel sheets



**BUY BETTER,
WEAR LONGER**



Digital Catalogs

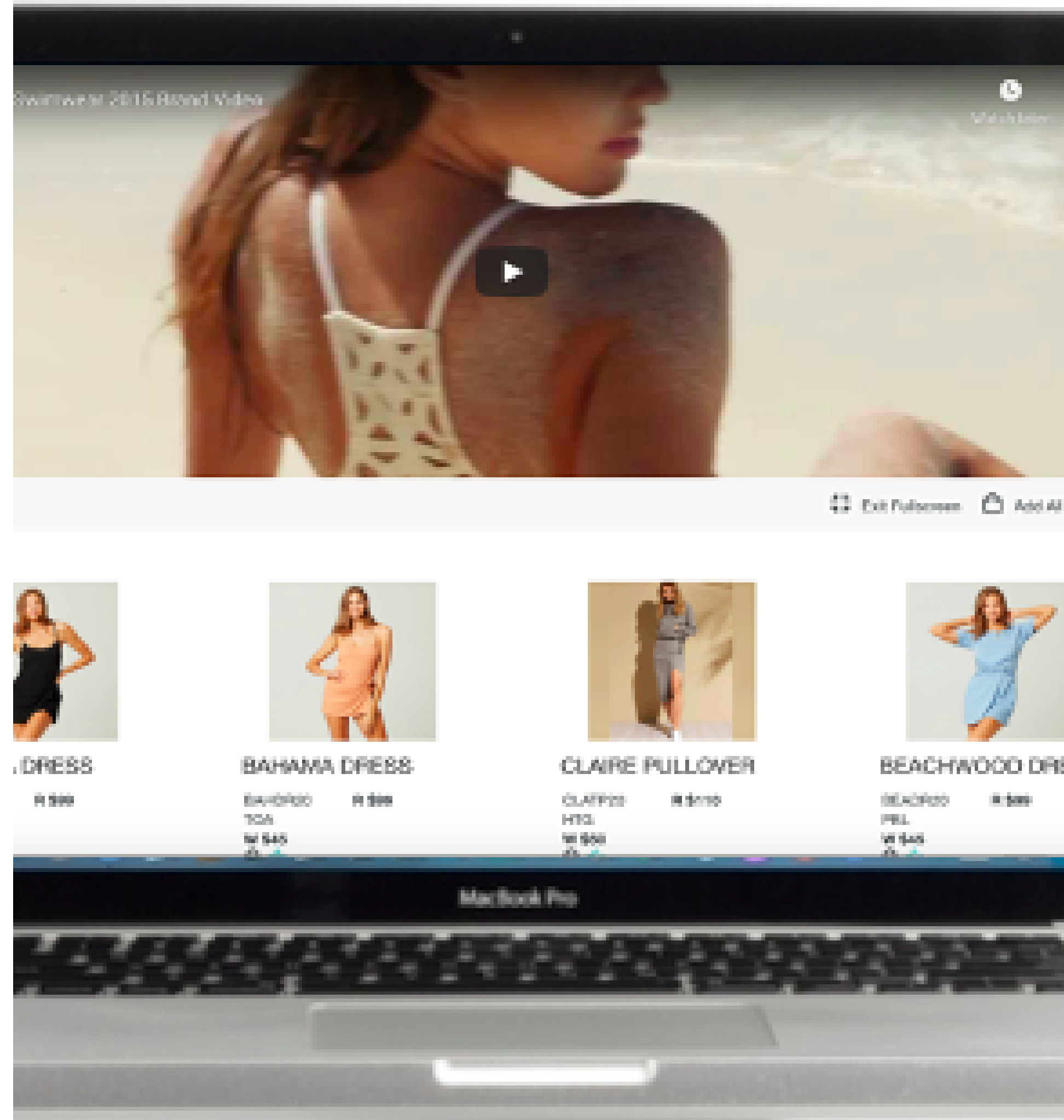
Goal #1:

- Sustainability: Zero Environmental Impact
- Cost Savings: Much less than printed catalogs
- Accuracy: Always up to date
- Ability to connect to your buyers: 24/7
- Shoppable, customizable, and flexible

Virtual Showrooms

Goal #2:

- Immersive experience for your buyers
- Virtual fashion shows
- Rich Storytelling
- Video demonstrations
- Branded Product pages
- Zero Environmental impact

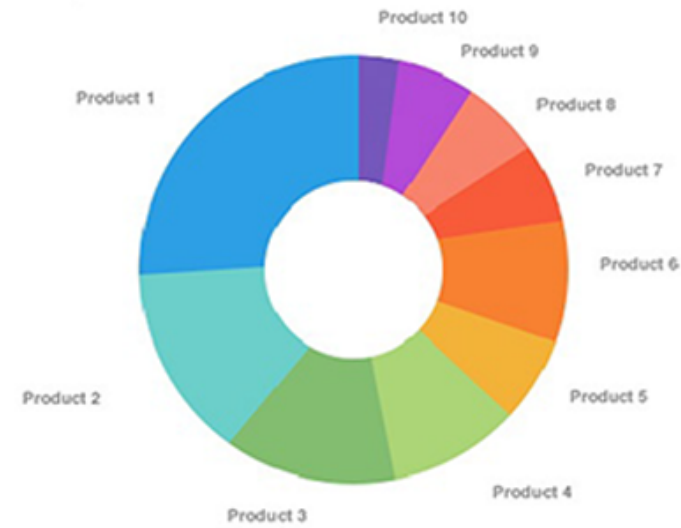


Customer Dashboard

Quantities



Top 10 Products



Term Code	Customer Type	Store Count	Next Order Number	Start Date	Open Quantity	Open Amount	Last Invoice Number	Invoice Create Date	Am
Net 30	SPORT SPEC						30319	12/28/18	\$5,000

Booked, Shipped, and Cancelled Products

Paperless transactions

Goals #3:

- Ability to share real-time inventory
- View, shop, and transact in one place without having to have multiple interactions
- Environmental Impact: 0 Paper Waste

Part 3:

Success Stories

"The primary product for LSpace is swimwear. Our consumers use our products in pools, beaches, rivers. LSpace swim is generally worn outdoors and close to nature. Therefore, LSpace must be committed to the implementation of a sustainable brand footprint.

This includes sustainable design strategies, promoting the use of sustainable fabrics, appropriate resource management throughout the textile supply chain, using recyclable packaging, applying new business models, and supporting the SDG framework. 'SDGs for Better Fashion'

-Dac Clark, L*Space

The logo for L*SPACE, featuring the letters "L", a five-pointed star, "SPACE", and a registered trademark symbol (®) in a large, black, outlined, sans-serif font.



"Stance saved over \$170k annually by switching from printed catalogs to digital catalogs.

That includes the cost of the printed copy plus the freight to deliver them. I don't know how many copies we were printing, but it was approximately 12 categories times 4 seasons, one with prices for the U.S., and one without prices for INTL."

-Brian Shea, Stance

"We try to challenge our team to always use recycled or recyclable materials (especially with bigger print run items like our catalogs), or think about packaging after-life and how things can be reused vs. a single-use trend.

We've also got culture and environmental teams internally who are advocates for sustainable efforts and providing tips on how we as individuals can make an earth-friendly impact."

-Cecilia Fernandez, Pura Vida Bracelets

pura vida
bracelets

Best Practices in B2B Digital Sales



Invite Buyers

Connect with buyers through a global invite link to your catalog



Create A Virtual Showroom

Showcase your brand with high-quality images, videos, and more



Follow Up with Video

Virtually present your line with a follow-up meeting and personalize the experience

The **17** Sustainable Development Goals



Priority Sustainability Goals



It's our responsibility to leave this world a better place than how we found it.

Part 4:

Resources

Links

Environmental Paper:

<https://calculator.environmentalpaper.org/individual.html>

Epa.gov:

<https://www.epa.gov/facts-and-figures-about-materials-waste-and-recycling/guide-facts-and-figures-report-about-materials>

Sustainability Development Goals:

<https://sdgs.un.org/goals>

Thank you!

Contact Us

Website www.repspark.com

Phone
Number 866-952-2355

Email
Address success@repspark.com