

REDUCING MATERIALS AND INCREASING RECYCLED CONTENT

A case study on how HUGO BOSS is making moves to have all paper packaging free of Ancient and Endangered Forests or made from recycled content by 2025.

INTRO

HUGO BOSS has been collaborating with Canopy since 2021 to improve their paper packaging sourcing, helping ensure the protection of global forests. As an initial step, HUGO BOSS carried out a thorough supply chain mapping exercise and analyzed the results with Canopy. Since becoming part of the Pack4Good initiative, they have taken several key steps to demonstrate leadership in sustainable packaging.



ACTIONS FOR LEADERSHIP IN SUSTAINABLE PACKAGING, AS PER CANOPY'S GUIDELINES

- Redesign packaging to be lighter, smaller, and use less material.
- Reduce the size and weight of packaging.
- Maximize recycled content to minimize forest sourcing.
- Maximize innovative fibers like agricultural residues and other low-impact, Next Generation solutions.
- Eliminate risk by using only FSC®-certified sources where virgin fiber is necessary.



ACTIONS

REDESIGN AND REDUCTION

HUGO BOSS’s commitment to the Pack4Good initiative guides their efforts towards using fewer and better paper packaging materials.

The brand has conducted regular reviews of their packaging targets in order to increase paper use efficiencies and reduce paper and packaging weights. **In 2022, a 2% reduction was made in paper packaging per unit compared to 2019, and an 8% reduction was made in non-reusable plastic packaging waste per unit. They plan to reduce paper use by 5% per unit by 2025.**

These reductions save resources, avoid waste, and contribute to cost savings. Additionally, the packaging strategy aligns with HUGO BOSS’s sustainability strategy “FOR A BOLD AND BETTER FUTURE”, which aims for a planet free of waste and pollution. This way, the company enhances their brand’s image, and demonstrates their commitment to both environmental protection and customer satisfaction.

ELIMINATE RISK AND MAXIMIZE RECYCLED CONTENT

HUGO BOSS is committed to sourcing 100% of paper packaging (from hangtags to shipping cartons) from FSC®-certified sources and/or from recycled or Next Gen inputs by 2025.

Through their collaboration with Canopy, HUGO BOSS achieved greater transparency in paper sourcing processes and shared Canopy’s **EcoPaper Database (EPD)** with their suppliers. The EPD provides a better understanding of the breadth and availability of recycled and NextGen paper products globally.

In 2022, HUGO BOSS achieved 69% recycled content in their product, service, and transport packaging.

INNOVATIVE FIBERS ON THE HORIZON

HUGO BOSS anticipates that their sustainable packaging targets will drive them to shift away from single-use plastics and virgin materials. In the face of an increasing demand for paper packaging, they plan to explore alternative and more sustainable Next Gen inputs.

Compared to virgin tree fibre, each tonne of Next Gen fibre avoids an estimated four tonnes of GHG emissions on average and carries fewer impacts on land use and biodiversity.

The company knows that there are more innovative and planet-forward ways to obtain fibre for paper packaging. **Alternative replacements for forest-based products, such as fibres from agricultural waste, are being researched and considered.**



RESULTS

RECYCLED CONTENT IN HUGO BOSS'S
PRODUCT, SERVICE, AND TRANSPORT
PAPER PACKAGING

2025
TARGET RECYCLED
CONTENT
(9622 TONNES)

2022
ACCOMPLISHMENT
RECYCLED
CONTENT



SOURCES OF PAPER
PACKAGING MATERIALS

2022 ACCOMPLISHMENT



2025 GOAL



Reduction of non-reusable plastic packaging waste per unit in 2022.

Reduction of paper packaging per unit in 2022 compared to 2019. The goal is to reduce paper use by 5% per unit by 2025.

*FSC Mix is made with a mixture of materials from FSC-certified forests, recycled materials, and/or FSC 'controlled sources.' Controlled sources means the wood is of known origin with a minimum risk that it was harvested in an unacceptable way. The vast majority of FSC-certified pulp globally carries the designation of FSC Mix. Please see Canopy's FSC labels brief for more: canopyplanet.org/wp-content/uploads/2022/05/Forest-Stewardship-Council-FSC-Label-Briefer

CONCLUSION

HUGO BOSS has demonstrated a strong commitment to reducing the impact of their paper packaging on forests and biodiversity by setting clear, time-lined targets and collaborating with Canopy through the Pack4Good initiative. By working collectively, brands like HUGO BOSS can make meaningful changes to their supply chains and shift their industries towards alternatives that protect people and the planet.

Through their partnership with Canopy, HUGO BOSS is working with their various stakeholders to further implement their Pack4Good policy and develop projects aimed at reducing the environmental impact of both plastic and paper packaging. Canopy's expertise and resources will continue to be of great value for HUGO BOSS in creating low-carbon, low-impact, and circular packaging solutions.

PARTNER WITH US TO TRANSFORM YOUR SUPPLY CHAIN AND PROTECT THE WORLD'S FORESTS

CANOPYPLANET.ORG

Through the Pack4Good initiative, we help brands to transform supply chains, reduce waste, and take the pressure off of forests, all while meeting growing consumer demand for packaging that respects the Earth. To date, 390 companies have signed on to Pack4Good, representing over 195 billion USD in market share, and more companies are signing on every day.

FOR MORE INFORMATION AND TO EXPLORE A CANOPY
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