

Guiding Supplier Engagements with Material Mapping Insights.

We recently worked with a fast-growing, New York City-based beauty conglomerate that operates multiple companies and provides innovative services in the skincare and retail space including its make-up and skincare brand, its social equity lip care line, and its white-label service. The client emphasizes sourcing materials for its products ethically and pursuing sustainable practices with its ingredients and packaging.

CONTEXT

TripleWin was hired to perform a detailed analysis of all the materials sourced in the development of its beauty, make-up and skincare products, particularly focused on componentry and secondary packaging. This upstream value chain material mapping project excited the company because the work would help the company identify material substitution options it could pursue as well as uncover immediate dematerialization opportunities that could be implemented on several existing high-velocity SKUs as well as future planned Brand-enhancing product extension launches.



Leverage Points in the Value Chain

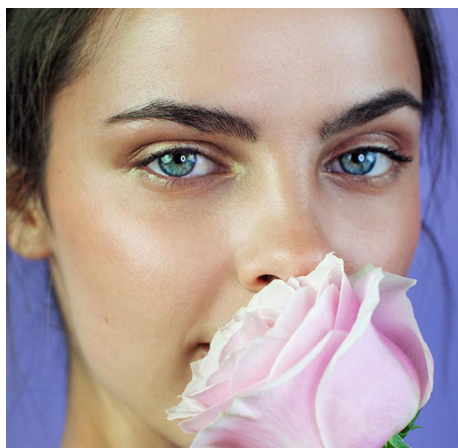


PROJECT APPROACH

TripleWin's material mapping project was a six-week commitment and required a close working relationship with the client's product development and sourcing team. Much of the data collection required engagement of the client's global network of suppliers, who provided technical specifications of product componentry that allowed for a detailed understanding of all the parts and types of materials utilized to create finished product casings and internal mechanisms.

TripleWin took a best-in-class approach to the material analysis of the client's supplier network, and their capabilities and willingness to partner to deploy componentry and

packaging innovations for the company. TripleWin analyzed each product in the client's portfolio both existing and about-to-be-launched down to the material part level. TripleWin looked holistically at each unique product and made next level recommendations on how to move forward the client's product sustainability needs. Additionally, Triple Win provided material substitution suggestions for each material included in the product manufacturing value chain. Lastly, TripleWin developed a roadmap for the organization, creating an integrated and sequential process for "greening" the materials used in products while detailing a sustainable path within product design and sourcing.



PROJECT LEARNINGS:

The material mapping project offered manifold "ah-ha" moments for the company's executive leadership including:

- Key suppliers of the company's high velocity products became keen to support greater product sustainability.
- Several products were found to become almost "overnight" fully recyclable with just a few key material changes.
- Rethinking product positioning and the sale of certain products through the deployment of new durable business models became a compelling strategic consideration for the client.

Reality of Post-Consumer Recycling

PLASTICS									
Paperboard	Glass	Aluminum	#1 PET	#2 HDPE	#3 PVC	#4 LDPE	#5 PP	#6 PS or Styrofoam	#7 All other or Mixed
Curbside					X	Limited		X	X
66%	27%	16%	8.5%	X	N/A	3%	X	X	X

CLIENT OUTCOMES

More substantially, the work was explicitly utilized by the company's Product Development team to guide supplier conversations in support of greater product sustainability and as a manual for materials to be "Black Listed" from inclusion in future product roll-outs.

"Working with TripleWin Advisory was exceptional. We hired TripleWin to perform an upstream material mapping for our company to identify substitution and dematerialization options for us that would reduce our carbon emissions footprint.

Renee Shade, TripleWin's Carbon Accounting Practice Lead and Kate Gaertner, TripleWin Founder and CEO, were so patient and supportive in helping our business learn the in's and out's of becoming a more sustainable company. Prior to working with

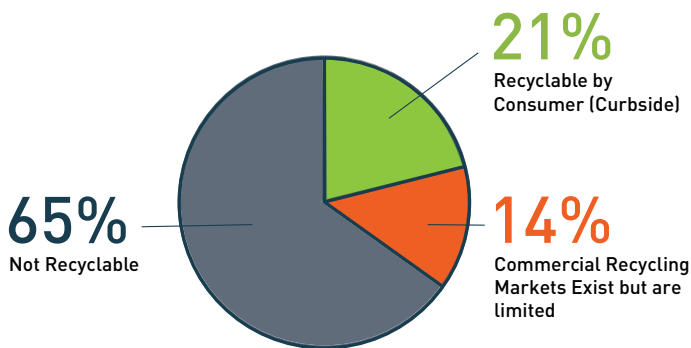


them, we thought we had a solid understanding of what it means to be sustainable. The more we spoke, however, the more we realized how complex and meaningful sustainability could be.

Any company that is seeking to optimize its sustainable business models would benefit from TripleWin's well-formulated strategies and incisive expertise."

— Staci Hendrickson, General Manager

Materials Analysis



33 Types of Componentry Analyzed

42 Types of Materials Found within Componentry

THE EXPERTS

With its expertise in building circular business models, conducting material assessments and developing supplier engagement frameworks, TripleWin Advisory began this project engagement by educating the company's executive leadership on the value of leveraging upstream changes in a supply chain to better effect positive environmental impacts downstream and post-consumer use. TripleWin emphasized approaches to material revalorization and the opportunities that arise from rethinking how products are designed, used, and recycled: both to businesses and to consumers.



A Sustainability Consultancy
Driving Business Circularity