

5 Steps To A Greener Checkout



Shipfusion



EcoCart



1. REDUCE PACKAGING

Brands sometimes get carried away with marketing inserts, packing slips, and excess packaging. Does every item need its own individual bag? Look to cut down on extra waste with info that can be conveyed through an email instead.



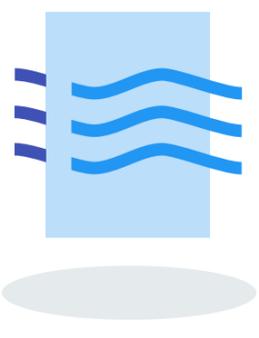
2. IMPLEMENT SUSTAINABLE PACKAGING

For the packaging you can't eliminate, opt for biodegradable options, plastic tape instead of paper tape, and paper made with recycled materials. Packaging is a great opportunity to let your consumers know about your commitment to sustainability.



3. OFFER NO RUSH SHIPPING

Quick shipping is worse for the planet. By offering a no-rush shipping option, you'll reduce your carbon footprint. Plus, your customers get to make the choice and feel involved with your sustainability initiatives, which you could reward their choice with a discount for a future purchase.



4. TRY CARBON OFFSETTING

Carbon offsets are a great way to mitigate emissions you can't avoid, especially when it comes to shipping. Tools like EcoCart help brands easily calculate their carbon footprints from manufacturing and shipping orders and then offset that carbon footprint by supporting verified projects that actively remove or reduce emissions.



5. SET UP A RECYCLING PROGRAM

By setting up a recycling program, you can take the responsibility of properly disposing of your products off the hands of your customers and can ensure the materials are properly recycled, destroyed, or reused in future goods.

Shipfusion customers can leverage EcoCart to offer carbon-neutral orders to their customers and make their fulfillment strategy more sustainable as they grow by capturing new audiences. EcoCart's algorithm uses multiple variables to determine the carbon footprint of each order, factoring everything from manufacturing to shipping, which is then offset by donating to verified carbon offset projects.