

# More Sustainable Shirt Packaging at OLYMP



## OVERVIEW

OLYMP is a leading producer of quality shirts, knitwear, sweat wear and accessories. As a company operating globally, OLYMP bears global responsibility toward their employees and clients, as well as suppliers and partners in the producing countries. OLYMP also bears responsibility for its impact on the environment and climate and, not least, its impact on society.

In order for OLYMP products to meet the criteria for the company's sustainability flag GREEN CHOICE by 2025, OLYMP is increasing the proportion of sustainably produced raw materials, reducing the use of critical chemicals and establishing environmentally friendly processes in production. Packaging is also gradually becoming more sustainable by following the design principles "reduce, recyclable, recycle".

The reduction and substitution of packaging components in general, as well as the change of material for the shirt bags from virgin PP to 100% recycled LDPE, lead to significant decreases in environmental impacts along the supply chain. To achieve these improvements, OLYMP used Sphera's LCA for Packaging tool (former GaBi Packaging Calculator) to assess the environmental impacts of their packaging.

## OLYMP



Founded in: 1951



Apparel



Bietigheim-Bissingen, Germany (HQ)

**€227 million**  
Revenue (2022)

**887**  
Employees (2022)

## CHALLENGES



**Improvement of environmental performance** of packaging in accordance with the functional requirements



**Calculation of environmental impact** of different packaging types



**Identification of a reliable and easy-to-use** life cycle assessment (LCA) tool for packaging



**External results verification** for transparent communication

## SOLUTION

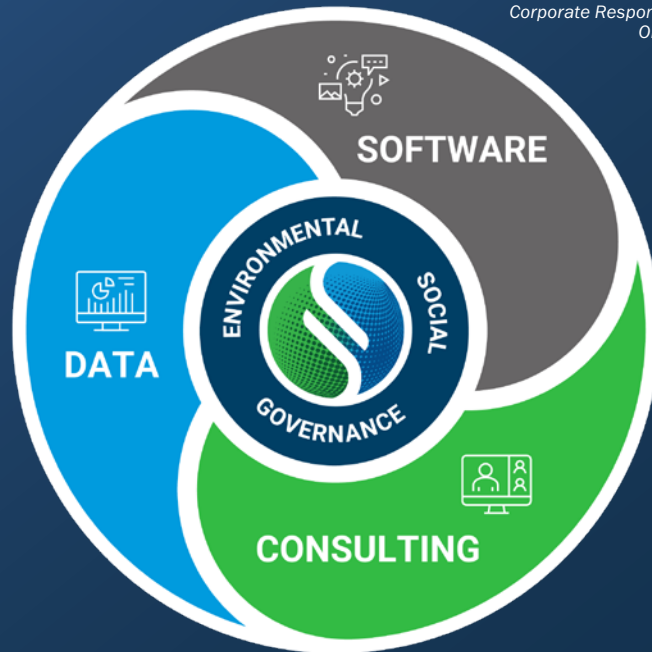
### SPHERA'S PRODUCT SUSTAINABILITY SOFTWARE AND DATA, SPHERA'S SUSTAINABILITY CONSULTING

OLYMP selected Sphera's LCA for Packaging to assess the sustainability performance of their new packaging. The tool is an externally verified LCA calculator designed to quantify the environmental impact of different packaging solutions. Sphera's sustainability consultants assisted OLYMP in using the tool by providing training and facilitating the verification process.

In addition, OLYMP worked with Dekra to ensure the accuracy of the data entered into Sphera's LCA for Packaging. The use of the verified tool in combination with the audited input data allowed OLYMP to make reliable and transparent public claims about the environmental performance of their packaging solutions.

*"We are now able to assess the environmental impacts of our packaging with reasonable effort. Sphera and Dekra helped us to substantiate our claims with robust data, which facilitates external communication."*

— Claudia Kurz  
Corporate Responsibility Manager  
OLYMP Bezner KG



## RESULTS

Sphera's LCA for Packaging and sustainability consulting services enabled OLYMP to understand and improve the environmental performance of their packaging. Partnering with Dekra for the data verification process provided the company with a solid foundation for trustworthy market communication of the environmental benefits of their packaging solutions.



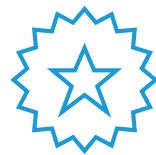
**Easy-to-use**  
**LCA** tool  
for packaging



**Relevant and**  
**up-to-date**  
**emission factors**  
from best-in-class LCA  
databases



**Automatically**  
**created**  
result reports



**Environmental**  
**claims** for packaging  
"verified by DEKRA"

Are you ready to advance your company's sustainability initiatives to the next level?

[sphera.com/contact-us](https://www.sphera.com/contact-us)