



Customer Success Story

Wrangler, the iconic American denim brand is dedicated to the spirit of hard work, perseverance, and responsibility. They are part of an industry-wide push for transparency and sustainable practices in apparel, with initiatives that include a 20% reduction of water used during production and a transition to 100% renewable energy at all company owned facilities by 2025.

Wrangler optimizes data collection and reporting efforts using Sphera SCS (formerly SupplyShift)

Wrangler needed to meet commitments, save time managing data, and seamlessly report on industry-wide key performance indicators from The Sustainability Consortium. In the past, it was difficult to collect and understand their manufacturing data. Now, Wrangler uses Sphera SCS (formerly SupplyShift) to query, analyze, and report information, giving them better insights, better results, and more time to improve their supply chain strategy.

DATA COLLECTED FROM...

115 Facilities
Worldwide



2 Tiers



4 Weeks



88%
Response Rate



98% of Total
Production Volume



LOTS OF DATA, NO SOLUTIONS

Wrangler believes it can make a difference in the world by creating more responsible practices at its production facilities. Not only have they committed to reducing energy consumption, waste, and water use at those facilities, they are also working diligently to improve the livelihoods of the people working there. However, having access to a large amount of data and simplistic tools for managing it, it's difficult to know where progress is being made, and which goals need additional attention.

As Director of Sustainability at Wrangler, Roian Atwood wants his team to spend time optimizing their supply chain strategies, but the challenge of unmanageable data caused more than a few roadblocks.

“We had a mountain of data across several Excel sheets,” explains Atwood. “We had to spend our time organizing it, instead of analyzing it or having the data work for us.”

By using a myriad of disjointed tools for collection, supplier support, and eventually analysis, it was difficult for Wrangler to get to the phases of their supply chain assessments that really mattered to them — acting on the analysis.

“Survey platforms like Qualtrics and Survey Monkey are simple to use, but they have very limited capabilities,” he says. Staff time was taken up measuring the progress of supplier responses and giving individual explanations about how to access the survey.

In some cases, analysts were waiting to dig into the results, but they were held up by inefficiencies in the process.

To hit their responsibility goals, Wrangler needed to take on tools that would streamline and unify these processes, leaving more room to drive change in their supply chain.

WRANGLER JOINS THE SPHERA SCS NETWORK

Wrangler transitioned to Sphera SCS starting with their 2017 supply chain assessment. Collecting multi-tier supplier information in 3 languages from 115 facilities around the world, Wrangler achieved an 88% response rate in just 4 weeks. This was followed by a data validation phase, a short period of analysis, and finally, a submission to the Walmart Sustainability Index using The Sustainability Consortium (TSC) KPIs.

“Sphera SCS has a clear understanding of process and provides support that is very helpful - we always knew where we were along the way.”

All of Wrangler's facilities are now on-boarded to the platform and are part of the Sphera SCS Network. Their data will auto-fill for any repeat questions asked on future Wrangler assessments, as well as those found in surveys sent by other companies.

“Sphera SCS enabled Scope 3 reporting in a major way. It made our data usable and actionable post-survey.”

ROIAN ATWOOD

Director of Sustainability,
Wrangler

Speaking to the ability to quickly validate responses, follow-up with suppliers, and publish anonymous supplier comparisons to provoke improvement, Atwood says, “This tool has been developed to serve supplier engagement.”

MORE FLEXIBILITY, DEEPER INSIGHT

Wrangler got access to more data in less time than their previous methods. Before, they used to wait for all of their data to return before doing any analysis. This time around, Wrangler’s custom survey was pre-loaded with all of the analysis calculations needed to satisfy their reporting requirements to Walmart.

Once their suppliers were onboarded and responding, the data coming back was instantly calculated into the necessary KPIs. “We didn’t have to wait for the data to kick-up before we calculated it, allowing us to focus on engagement rather than analysis,” says Atwood.

This also gave Wrangler the flexibility to ask their suppliers questions in terms that meant something to them, rather than asking questions that would confuse or require extra work. “If we were to take the TSC KPI, we would have just asked suppliers to provide their GHG intensity. Out of the gate, I knew this would not be successful and would not be representative of our supply chain,” Atwood says. “Instead, we were able to ask their energy footprint and take the extra effort to calculate it, which is so much more valuable.”

The KPI calculations were built, without the room for interpretation that commonly clouds them, to align perfectly with the logic, definitions, and functions of Wrangler’s assessment. “We took the existing science and translated it into usable supply chain metrics.”

Wrangler’s assessment targeted all facilities involved in their products’ manufacturing. This data rolled up to provide a deeper understanding about materials, energy use, wastewater and effluents, and general sustainability, covering over 90% of their total production volume. Ultimately, Wrangler was able to satisfy Scope 3 greenhouse gas emissions reporting, and thensome.

TOWARD A SHARED APPROACH

Industry alignment is the up-and-coming push in supply chain related assessments. In responding to Walmart requirements, Wrangler, in collaboration with its parent company, VF Corp., and NGO partner The Sustainability Consortium, is working to standardize their efforts and make them available to any company looking to create more responsibility in the apparel industry and beyond.

“Other companies might make an active choice to do it differently, but if they were to look at our methodology, nobody could debate that we had a logical, rational, and conscientious approach that’s aimed at creating meaningful change — not just for the exercise. I can’t imagine someone choosing to do something differently.”

Wrangler’s approach has been replicated on Sphera SCS not only for the textile industry, but across TSC KPIs, as well as for supplier information management beyond the requirements of reporting to the Walmart Sustainability Index.

About Sphera

Sphera is the leading provider of environmental, social and governance (ESG) performance and risk management software, data and consulting services focusing on Environment, Health, Safety & Sustainability (EHS&S), Operational Risk Management (ORM), Product Stewardship and Supply Chain Risk Management (SCS).

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