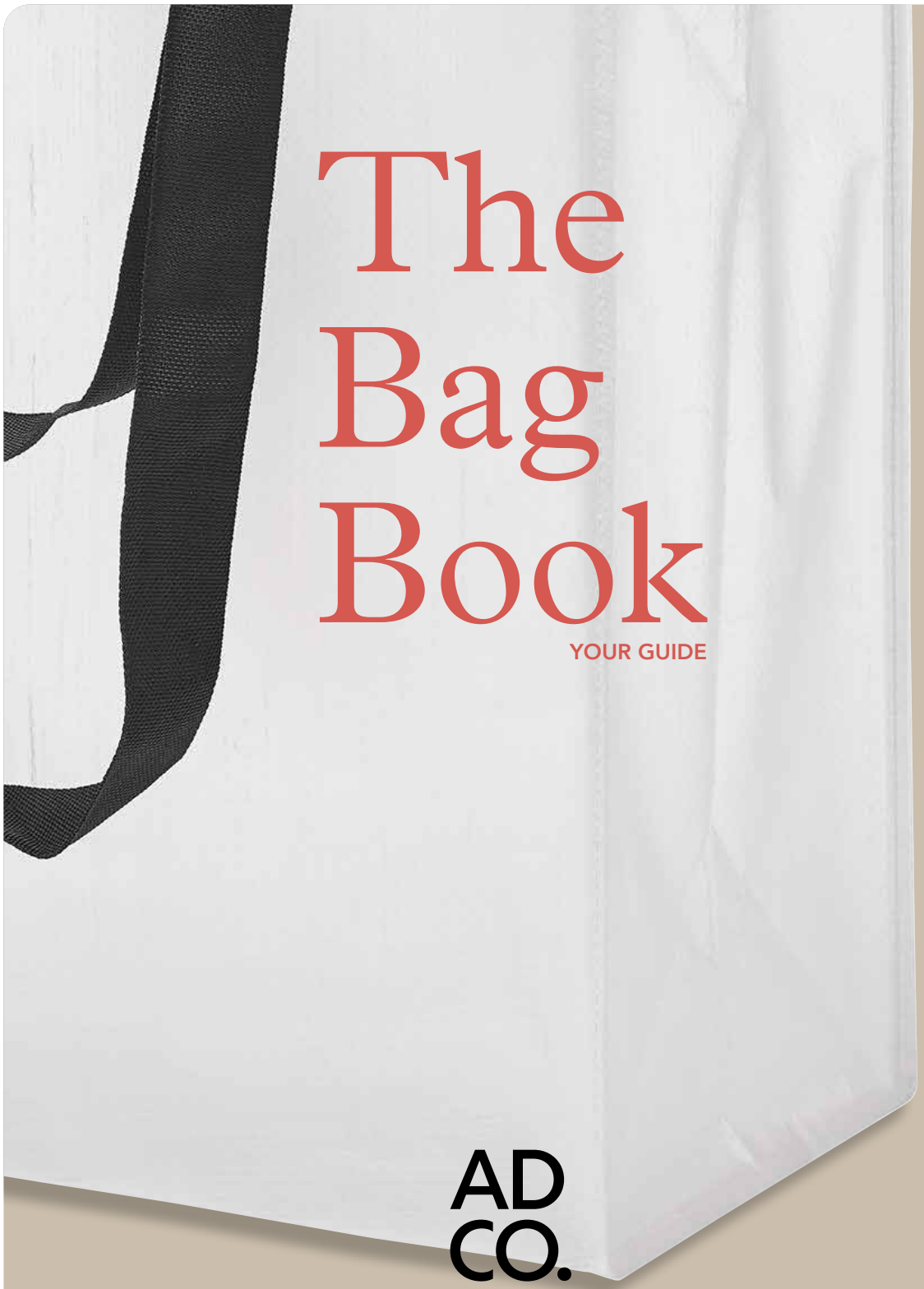


The Bag Book

YOUR GUIDE

AD CO.
TRADING

The Bag Book

Your Guide

Making the Right Choice Easy

A bag is more than packaging – it carries your brand, your values and your commitment to sustainability.
That's why we've made it our mission to carry the responsibility for you – with knowledge, care and control in every step.

With over 50 years of trade experience, we know what it takes to make bags that truly deliver when it comes to quality, reliability and sustainability.

By being present on the ground and maintaining close contact with our suppliers, we make sure every product is made right – for both people and the planet.

YOUR PARTNER

So when you choose us, you don't just get a supplier – you get peace of mind.

Because we know bags inside out, and we make sure they do what they're meant to do: strengthen your brand, your values and your business.

That's why we've created this book – to share our knowledge and to make it easier for you to choose wisely.

"We take responsibility – so you can feel confident in every choice."

SUSTAINABILITY FIRST

Trusted Supply Chains

FOR US, SUSTAINABILITY ALWAYS COMES FIRST

We place high demands on every stage of our supply chain and we welcome the stricter requirements introduced through the EU's Corporate Sustainability Reporting Directive (CSRD), which aims to increase transparency and comparability in corporate sustainability reporting. As your trusted and knowledgeable partner, we ensure that our carrier bags truly stand up to scrutiny.

ENABLING YOUR SUSTAINABLE BUSINESS

We have made it our mission to be industry leaders in social and environmental responsibility. Through long-term collaborations with our manufacturers, our staff on the ground in production countries, and continuous chemical control, we maintain a unique insight into the entire supply chain – providing you with the confidence and compliance needed to meet the EU's new sustainability standards.

Every human matters

SOCIAL RESPONSIBILITY – SUSTAINABILITY ACROSS THE BOARD

We have a clear vision: to deliver products that are highly functional, free from harmful chemicals and made under fair conditions. To achieve this, we often go further than our competitors – for us, it's the only way to ensure everything is done right. We aim for every product in our range to make a difference. It's a philosophy that drives us forwards and makes the effort worthwhile.

A RESPONSIBILITY THAT PROTECTS YOUR BRAND

For you as a customer, our commitment means you don't risk tarnishing your brand because, as we all know, low prices often come at a cost. A cost that can affect business, brand value, people's health and in the worst cases, even lives. It's a price we are never willing to pay.

SOCIAL RESPONSIBILITY IN PRACTICE

For us, social responsibility is not a box-ticking exercise. It's about truly understanding the realities of our suppliers and the people who work with us. That's why we combine third-party social audits with our own on-site visits, where we meet managers and workers, review conditions and work together on continuous improvements.

We follow the **BSCI/amfori framework**, which is built on international labour standards such as the ILO conventions and UN human rights principles. This ensures that our suppliers are regularly assessed on key issues including fair wages, safe working conditions, working hours, child labour, freedom of association and non-discrimination. But we don't stop there. We see audits as the starting point of a development process, not the finish line.

A PARTNERSHIP BASED ON CARE

Our care for people in our supply chain is not about compliance – it's part of our business philosophy. We believe that by building long-term relationships and working side by side with our partners, we can secure a production process that is safe, fair and sustainable for everyone involved. That's how we create true value, for workers, for your brand, and for the future.

CARBON FOOTPRINT

Beyond the Bag:

Real Impact, Low Footprint

REDUCING CLIMATE IMPACT – FOR A SUSTAINABLE FUTURE

Understanding climate impact starts with knowledge. That's why we calculate the footprint of our products using the internationally recognised GHG Protocol Product Standard. This method goes beyond CO_2 and includes all relevant greenhouse gases, giving a transparent and comparable view of emissions across the entire value chain.

The GHG Protocol is based on three scopes:

SCOPE 1: direct emissions from operations (e.g. fuel from vehicles).
SCOPE 2: indirect emissions from purchased energy (e.g. electricity).
SCOPE 3: indirect emissions from activities outside direct control, such as transport, materials and supplier processes.

By applying this framework, we can identify where in the life cycle the largest emissions occur and present clear data on each product.
This gives you the foundation to make informed choices about materials, production methods and logistics – based on both function and climate impact.

EVERY BAG MATTERS

We know that every bag has an impact – but not all impacts are the same. Different materials affect the planet in different ways, from raw material use to production, transportation and recycling. That's why we carefully evaluate every choice we make, always aiming to reduce the footprint of each bag.
Our goal is simple: to design bags that combine function and durability with the smallest possible impact on the environment. By working across the entire life cycle, we ensure that every bag produced contributes to a more sustainable future.

STANDARDS AND CERTIFICATIONS

We choose wisely - So can you

A QUESTION OF CREDIBILITY

For us, sustainability is a natural, top-priority part of our business. We will never hide behind labels and certificates. They are important, but they do not guarantee that everything has been done correctly. That's why we place great importance on being on-site ourselves and meeting those responsible face-to-face.

We have worked with social responsibility for many years and learned valuable lessons along the way. Sometimes it has come at a cost, but we are proud to have never taken shortcuts. Instead, we have done the work properly and continued to scrutinise processes in depth. The result is long-term relationships with manufacturers we fully trust.

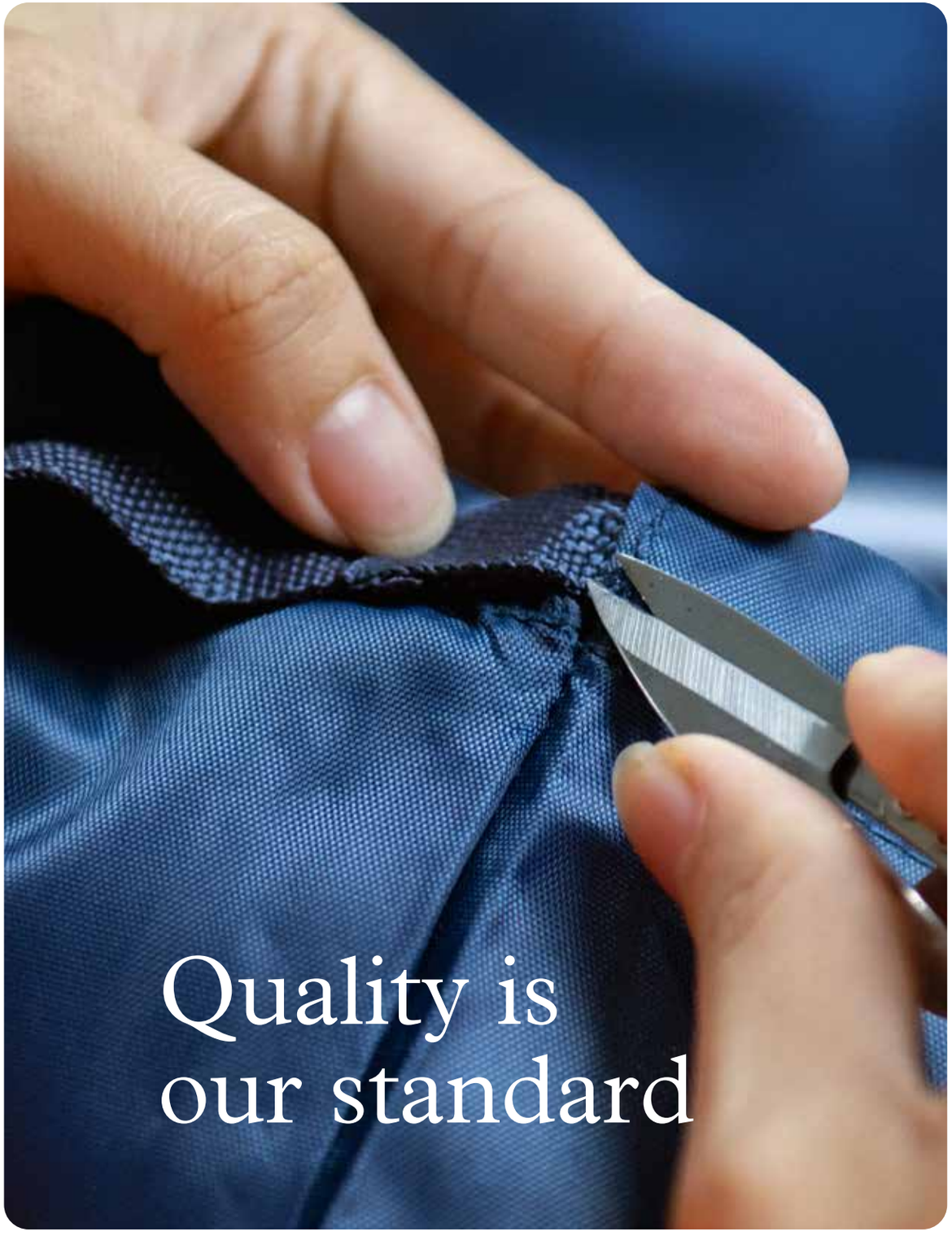
In the end, it comes down to this: we want to be able to look you in the eye so that you, in turn, can look your customer in the eye.

OUR STANDARDS AND CERTIFICATIONS

To ensure quality and sustainability, we work with a wide range of internationally recognised standards and certifications. These cover areas such as environmental management, quality assurance and social responsibility, guiding us in our ongoing efforts to improve and verify our practices.

Among the certifications we hold are amfori BSCI, ISO 14001 and ISO 9001, along with several others that reflect our commitment to responsible production, ethical working conditions and continuous improvement throughout the supply chain.

Together, these standards provide a strong foundation for reliable, transparent and sustainable operations, ensuring that every product we make lives up to the same values we stand for.



RESPONSIBLE CHEMICAL MANAGEMENT

REACH – within reach

CONTINUOUS COMMITMENT TO CHEMICAL SAFETY

We work continuously with chemical management under the EU REACH regulation, which includes rules on registration, restrictions and bans for substances in all imported products. All our suppliers have signed our chemical policy, based on EU legislation – a strong foundation, but not enough on its own.

PROACTIVE TESTING AND MONITORING

We go further by complementing legal compliance with our own laboratory testing, ensuring products are free from – or within the limits for – the chemicals covered by the directives. This work is carried out continuously according to a plan developed with our chemical consultant. It is essential, as both the regulation and the candidate list are regularly updated based on new scientific findings and risk assessments. In addition to REACH, we comply with a wide range of international and national regulations relevant to our products.

PFAS

A key area of focus is PFAS, known as the "forever chemicals". Through preventive measures and regular testing, we work to minimise risks and ensure our products do not contain these persistent and harmful substances, even before new legal requirements come into force.

"Chemical safety is always on the agenda – responsibility is a commitment at every step"

RECYCLING

Transparency in Every Layer

Working with recycled materials brings both opportunities and responsibilities. Every step — from collection to production — requires knowledge, commitment and, above all, openness. By understanding what lies behind the materials we use, we can ensure quality, safety and respect for both people and planet. This is the foundation of our approach to transparency in every layer.

Recycled materials are often divided into two categories:

- **PRE-CONSUMER:**
  Waste material generated during manufacturing that never reaches the end consumer.
- **POST-CONSUMER:**
  Material used and discarded by consumers, then recycled into new products.

THE CHALLENGE OF RECYCLED MATERIALS

The biggest challenge with recycled materials is understanding exactly what lies behind the raw material. We do everything we can to trace the origin of materials – a complex task that requires long-term relationships, transparency and trust across multiple levels of the supply chain.

Through close collaboration with our suppliers and on-site personnel, we gain insights into where materials are sourced and who their sub-suppliers are. We dig as deep as possible so you can trust that no hazardous substances are used in the bags you purchase from us. At the same time, we actively work to ensure that the plastics or textiles used have been collected by adults in safe working conditions and with fair pay. Even with these efforts, achieving full traceability of post-consumer recycled materials remains a real challenge. Factors such as complex recycling streams, multiple collection points and varying documentation standards make it impossible to guarantee a complete picture. That's why we are transparent about the limitations: if anyone claims they can guarantee total traceability, it's reasonable to be sceptical.

Our approach is grounded in continuous improvement. We invest in audits, supplier engagement and innovative tracking methods to get closer to complete traceability every year. While perfection is difficult, our goal is to ensure that every bag we deliver meets high ethical, environmental and safety standards – and that you can feel confident in choosing recycled materials whenever possible.

QUALITY TESTING

Certified Strength, Proven Quality

HOW DURABLE DOES A SHOPPING BAG NEED TO BE?

The answer, of course, depends on what it's being used for. We have extensive experience with many types of reusable bags, especially for the grocery trade, where requirements are the highest.

CERTIFIED QUALITY FOR REUSABLE BAGS

To help both retailers and customers, the national Shopping Bag Group has commissioned RISE (Research Institutes of Sweden) to develop a certification standard for reusable bags. Today, we are the company with the most certified bags in Sweden – an achievement we are proud of.

Strength Begins in the Finest Details

Certified bags carry a quality mark that confirms they can be lifted and set down on a hard surface at least 20 times with the specified weight. In addition, they must withstand the most common stresses during their lifetime, equivalent to being used once a week over a year (50 times).

RIGOROUS TESTING FOR A LONG LIFESPAN

To be certified as a reusable bag, a product must meet strict requirements. Tests vary depending on the material, but are designed to check whether bags can withstand repeated use. They cover the most common stresses a reusable bag may encounter during its lifetime.

TESTED TO EUROPEAN STANDARDS

The testing methods for the shopping bags have been developed at RISE and are specific to reusable bags. They are based on the European standard SS-EN 13 590 and other well-established standards. RISE's testing and certification process provide both manufacturers and consumers with confidence that the products are high in quality and durable.

YOUR GUIDE

We simplify your decision

CHOOSING THE RIGHT BAG

Selecting the right bag can sometimes feel like navigating a jungle. Different materials, qualities and messages – in reality, it's about asking the right questions and defining which requirements and needs are most important to you. This is where we can be a valuable sounding board. We know what's possible, understand the pitfalls and maintain long-term relationships with trustworthy suppliers we can rely on.

Since production often takes place far away, it can be difficult to gain a complete insight into the manufacturing process and ensure that everything is done correctly. That's why it's reassuring to have a partner who takes responsibility and stands behind every bag delivered.

Together, we can find the bag that best reflects your brand, meets your needs and delivers on its promises.

Quote Request Checklist

- **QUANTITY.**
  Specify the total number of bags required.
- **DELIVERY TIME.**
  Provide the planned usage date.
- **MEASURES.**
  Include the length, width and height of the bag.
- **DESIGN.**
  Describe or provide artwork for logos or graphics.
- **SHIPPING.**
  Specify the shipping address and incoterms.
- **ADD-ONS.**
  Include optional accessories or special requests.

CHOOSING THE RIGHT BAG

Material Overview

This guide provides an overview of reusable bag options and their key characteristics. Please note that prices, minimum order quantities (MOQ), available materials and printing methods may change over time, and can also vary depending on quality and order volume. While the information is simplified, it offers useful guidance on aspects such as suitable order sizes, material performance and customisation options. Each order is ultimately produced to your specific requirements and this guide helps point you in the right direction.

MATERIAL GALLERY

MATERIAL	UNIT PRICE	MOQ	PRINTING OPTIONS	DURABILITY	CARBON FOOTPRINT	QTY PER CONTAINER
NON WOVEN	Low	Low	Basic	Good	Low	Moderate
POLYESTER	Moderate	Medium	Advanced	Strong	Moderate	High
PP WOVEN	Moderate	Low	Advanced	Very strong	Low	Moderate
R-PET WOVEN	Moderate	Medium	Advanced	Strong	Low	Moderate
JUTE	Moderate	Low	Basic	Very strong	Moderate	Low
COTTON	Moderate	Low	Advanced	Strong	Moderate	Moderate

UNIT PRICE
Indicates the approximate cost per bag. Prices vary depending on material type, fabric quality, print complexity and order volume. Printing multiple colours or full-bleed designs can increase cost.

MOQ (Minimum Order Quantity)
The minimum number of units required per order. MOQs differ between materials, fabric qualities and suppliers, and smaller quantities may be possible on request.

PRINTING OPTIONS
Describes the printing techniques available for each material. Screen printing is considered a basic option, while laminated photo printing represents the advanced level. Some fabrics support multiple methods, while others have more limited possibilities.

CARBON FOOTPRINT
Indicates the estimated impact of the material on the climate, based on fossil carbon dioxide equivalents (CO_2e) following the GHG Protocol – Corporate Standard. Actual values can vary depending on fabric type and production method.

DURABILITY
Represents the bag's carrying strength and resistance to wear and tear, which determines how durable it is over time.

QTY PER CONTAINER
Estimates how many bags fit into a standard 20-foot container, helping assess shipping efficiency and space use.

Non woven

MATERIAL
Non woven is a man-made fabric based on polypropylene (PP), one of the most widely used plastics in the world. Unlike traditional textiles, it is created by bonding fibres directly, which gives it unique characteristics and a competitive edge as a reusable bag material.

PRODUCTION AND PROCESSING
By layering and bonding fibres through heat, pressure or ultrasonic welding, non woven can be engineered for different levels of strength, thickness and finish. Laminated versions allow for high-quality printing, while unlaminated ones offer extra toughness and puncture resistance.

PERFORMANCE IN PRACTICE
Lightweight, durable, water-repellent and dirt-resistant – non woven is built for real-life use. Its versatility has made it a go-to material not just for reusable shopping bags, but also for industries such as healthcare, packaging and construction.

THE BUSINESS PERSPECTIVE
Cost-efficient, customisable and reusable, non woven is an attractive choice for companies looking to replace single-use bags with something more durable. It can be produced from both virgin and recycled material and offers a balance between price, performance and sustainability.

Insulated bag in non woven with Velcro closure.

Non Woven Overview

UNIT PRICE
Low | Moderate | High

MINIMUM ORDER QUANTITY (MOQ)
Low | Medium | High

PRINTING OPTIONS
Basic | Enhanced | Advanced

DURABILITY
Good | Strong | Very strong

CARBON FOOTPRINT
Low | Moderate | High

QUANTITY PER CONTAINER
Low | Moderate | High

Quote Request Checklist

To give you the most accurate pricing, please provide the following information:

- Desired quantity?
- Any specific delivery time?
- Approx. dimensions of the bag?
- How do you envision the printing?
- Delivery address and incoterms?
- Any add-ons?

Your choice

MOQ –MINIMUM ORDER QUANTITY:
MOQ varies depending on fabric colours, bag type, lamination and construction method (sewn, heat seal or ultrasonic). We guide you through the options to find the most suitable solution for your order.

POPULAR SIZE:
T-shirt model: 28 x 49 x 18 cm – 70 GSM.
Sewn bags: 37 x 19 x 40 cm – 120 GSM.

QUANTITY FOR FULL CONTAINER:
Calculation example for 28 x 49 x 18 cm:
20 ft. container ≈ 100,000 pcs.
Please consult us for quantities for other sizes.

QUALITY:
Non woven is measured in GSM (grams per square meter). 70–80 GSM is a common thickness for reusable bags.

FABRIC COLOURS:
Non woven fabric has a high MOQ for custom dyeing, but there is a wide range of stock colours available. Ask us!

PRINT:
Screen printing for a lower number of colours. Offset printing for laminated items.

ADD-ONS:
Hangtags.
Inside label (for sewn tubular bags).

PRODUCTION TIME:
Lead times vary depending on quantity, materials, printing, add-ons and season. Production begins once the pre-production sample has been approved, usually taking 2–3 weeks to prepare.
Since each project is unique, timelines are always confirmed case by case.

Polyester

MATERIAL
Polyester is a synthetic textile that has become one of the most widely used materials in the world. It is often blended with other fibres to combine strengths, but is also a strong performer on its own. Polyester for bags can be made from virgin raw material or recycled sources such as PET bottles, giving it both flexibility and sustainability potential.

PRODUCTION AND PROCESSING
The process begins by melting polyester flakes into a liquid mass. This is then extruded through fine nozzles to create continuous fibres. Once dried, the fibres are spun into threads and woven into fabric. The result can be engineered in different thicknesses and finishes, making polyester suitable for a wide range of bag designs – from lightweight pocket bags to sturdier everyday carriers.

PERFORMANCE IN PRACTICE
Polyester is durable, elastic and resistant to wrinkling. The thin, flexible fabric folds easily, which makes it especially popular for what are known as pocket bags that take up minimal space.
The material is also strong when it comes to printability, with the ability to feature detailed designs and logos clearly. Depending on weight and weave, polyester can be adapted to balance softness, strength and visual impact.

THE BUSINESS PERSPECTIVE
From a business standpoint, polyester offers high versatility and branding opportunities.
It is cost-efficient in larger volumes, easy to transport due to its foldability, and available in both virgin and recycled qualities. With recycled polyester, companies can communicate a clear sustainability commitment while maintaining strength and performance.

Polyester Overview

UNIT PRICE	Low	**Moderate**	High
MINIMUM ORDER QUANTITY (MOQ)	Low	**Medium**	High
PRINTING OPTIONS	Basic	Enhanced	**Advanced**
DURABILITY	Good	**Strong**	Very strong
CARBON FOOTPRINT	Low	**Moderate**	High
QUANTITY PER CONTAINER	Low	Moderate	**High**

Quote Request Checklist

To give you the most accurate pricing, please provide the following information:

- Desired quantity?
- Any specific delivery time?
- Approx. dimensions of the bag?
- How do you envision the printing?
- Delivery address and incoterms?
- Any add-ons?

Your choice

MOQ –MINIMUM ORDER QUANTITY:
MOQ varies depending on the printing method. We guide you through the options to find the most suitable solution for your order.

POPULAR SIZE:
Pocket bag 45 x 62 x 16 cm - 190 T.

QUANTITY FOR FULL CONTAINER:
Calculation example for 45 x 62 x 16 cm bag:
20 ft. container ≈ 154,000 pcs.
Please consult us for quantities for other sizes.

QUALITY:
Polyester is measured in 'T'. T stands for the density of the fabric's weave, calculated as the total number of warp (vertical) and weft (horizontal) threads in one square inch.
A fabric labelled 210T has 210 threads in total per square inch.

PRINT:
The most common options are heat transfer, digital printing and sometimes silkscreen. Digital printing produces high quality but is costly, while heat transfer is better for larger volumes. To ensure good results, designs should be kept simple – with a maximum of six colours and without overly detailed elements such as photographic images. Choosing the right method depends on the design, quantity and overall purpose of the bag.

ADD-ONS:
Hangtags, Custom care/washing label,
Woven brand label or printed label.
Elastic strap for closure, Inside pocket.

PRODUCTION TIME:
Lead times vary depending on quantity, materials, printing, add-ons and season.
Production begins once the pre-production sample has been approved, usually taking 2–3 weeks to prepare.
Since each project is unique, timelines are always confirmed case by case.

PP woven

MATERIAL
PP woven (woven polypropylene) is a thermoplastic material made from woven polypropylene strips. It can be produced from virgin or recycled sources and is valued for its strength and resilience. The same material is used in heavy-duty products such as construction sacks and large retail bags – IKEA's iconic blue shopping bag is a well-known example.

PRODUCTION AND PROCESSING
Polypropylene resin is melted and extruded into flat tapes, which are stretched for strength and woven into a durable, flexible fabric. To enhance structure, print quality and moisture resistance, a thin glossy or matte PP film is laminated onto the surface using heat and pressure. The result is a strong, water-resistant material ideal for long-lasting reusable bags.

PERFORMANCE IN PRACTICE
PP woven is exceptionally strong and puncture-resistant, perfect for bags that must withstand heavy loads and frequent use. It's commonly chosen for grocery use, events and promotional bags requiring both durability and visual impact.

THE BUSINESS PERSPECTIVE
From a business standpoint, PP woven offers a durable, reusable solution that communicates quality and reliability. Its strength makes it ideal for retailers seeking a long-lasting alternative to single-use bags. RISE-certified models are tested for carrying capacity, colourfastness, puncture resistance and handle strength to ensure everyday performance.

Foldable, packing box in PP woven.

PP Woven Overview

UNIT PRICE
Low | **Moderate** | High

MINIMUM ORDER QUANTITY (MOQ)
Low | Medium | High

PRINTING OPTIONS
Basic | Enhanced | **Advanced**

DURABILITY
Good | Strong | **Very strong**

CARBON FOOTPRINT
Low | Moderate | High

QUANTITY PER CONTAINER
Low | **Moderate** | High

Quote Request Checklist

To give you the most accurate pricing, please provide the following information:

- Desired quantity?
- Any specific delivery time?
- Approx. dimensions of the bag?
- How do you envision the printing?
- Delivery address and incoterms?
- Any add-ons?

Your choice

MOQ –MINIMUM ORDER QUANTITY:
MOQ may vary. Please consult us to find the most suitable solution for your order.

POPULAR SIZE:
Shopping bag 45 x 43 x 23 cm – 110 GSM.
Handle: 3 x 40 cm. Piping construction.

QUANTITY FOR FULL CONTAINER:
Calculation example for 45 x 43 x 23 cm bag:
20 ft. container ≈ 50,000 pcs.
40 ft. High cube container ≈ 118,000 pcs.
Please consult us for quantities for other sizes.

QUALITY:
PP woven is measured in GSM (grams per square metre), typically ranging from 110–150 GSM.

FABRIC COLOURS:
The base PP woven fabric is white, with a thin laminated film applied to give the bag any custom colour.

PRINT:
Lamination – a thin coloured film is applied to the fabric using heat, creating the bag's colour and design.

ADD-ONS:
Hangtags.
Custom care/washing label.
Woven brand label or printed label.
Button.
Elastic strap with Velcro closure.
Double handles.

PRODUCTION TIME:
Lead times vary depending on quantity, materials, printing, add-ons and season. Production begins once the pre-production sample has been approved, usually taking 2–3 weeks to prepare.
Since each project is unique, timelines are always confirmed case by case.

R-PET woven

MATERIAL
R-PET, short for recycled polyethylene terephthalate, is made from post-consumer plastic, most often PET bottles. Unlike pre-consumer recycling (such as production waste), R-PET helps reduce plastic waste already in circulation – making it an important step towards circular material use.

PRODUCTION AND PROCESSING
Collected PET containers are sorted, cleaned and shredded into flakes before being melted and spun into new fibres. These can be woven into strong fabrics and finished with glossy or matte lamination that improves print quality and surface durability. If unlaminated inside, the fabric typically shows its natural white tone with slight variations depending on the recycling mix.

PERFORMANCE IN PRACTICE
R-PET woven combines softness with structural strength. It resists punctures, stands upright without collapsing and folds neatly for storage. Its surface allows for detailed printing, making it an excellent medium for branding while carrying heavy loads.

THE BUSINESS PERSPECTIVE
Choosing R-PET demonstrates a clear commitment to reducing waste while ensuring durability, usability and strong brand visibility. Our R-PET models are RISE-certified, tested for load capacity, colourfastness, puncture resistance and handle strength – so you can be confident they're built to last.

R-PET Woven Overview

UNIT PRICE	Low	**Moderate**	High
MINIMUM ORDER QUANTITY (MOQ)	Low	**Medium**	High
PRINTING OPTIONS	Basic	Enhanced	**Advanced**
DURABILITY	Good	**Strong**	Very strong
CARBON FOOTPRINT	**Low**	Moderate	High
QUANTITY PER CONTAINER	Low	**Moderate**	High

Quote Request Checklist

To give you the most accurate pricing, please provide the following information:

- Desired quantity?
- Any specific delivery time?
- Approx. dimensions of the bag?
- How do you envision the printing?
- Delivery address and incoterms?
- Any add-ons?

Your choice

MOQ –MINIMUM ORDER QUANTITY:
MOQ may vary. Please consult us to find the most suitable solution for your order.

POPULAR SIZES:
Shopping bag 37 x 42 x 18 cm – 120 GSM.
Handle: 2.5 x 40 cm. Piping construction.

QUANTITY FOR FULL CONTAINER:
Calculation example for 37 x 42 x 18 cm bag:
20 ft. container ≈ 58,000 pcs.
Please consult us for quantities for other sizes.

QUALITY:
R-PET is measured in GSM (grams per square metre), typically ranging from 110–150 GSM.

FABRIC COLOURS:
The base R-PET fabric is white, with a thin laminated film applied to give the bag any custom colour.

PRINT:
Lamination – a thin coloured film is applied to the fabric using heat, creating the bag's colour and design.

ADD-ONS:
Hangtags.
Custom care/washing label.
Woven brand label or printed label.
Button.
Elastic strap with Velcro closure.
Double handles.

PRODUCTION TIME:
Lead times vary depending on quantity, materials, printing, add-ons and season.
Production begins once the pre-production sample has been approved, usually taking 2–3 weeks to prepare.
Since each project is unique, timelines are always confirmed case by case.

Jute

MATERIAL
Jute is a natural bast fibre harvested from the stalks of tropical plants. It's fast-growing, requires relatively low chemical input and has a coarse, rustic appearance that communicates authenticity and natural value.

PRODUCTION AND PROCESSING
After harvest, the stalks are retted to loosen the fibres; the fibres are then stripped, washed, dried and spun into yarns that are woven into fabric. The fibres are shorter and coarser than many other plant fibres, which makes spinning and finishing more challenging – oils are sometimes used during processing.

PERFORMANCE IN PRACTICE
Jute is strong, abrasion-resistant and holds its shape well, making it well suited for sturdy, reusable bags. Its coarse surface is less suitable for carrying delicate or scratch-sensitive goods, and prolonged exposure to moisture can weaken the fibres unless the fabric is treated or coated. Jute is biodegradable and reusable, and blends can increase comfort and flexibility.

THE BUSINESS PERSPECTIVE
With a clear sustainability story and a distinctive natural look, jute is an effective choice for brands that want authenticity and durability. It's cost-efficient for robust, long-lasting bags and makes a strong visual statement for eco-focused campaigns. If you need finer printing, a softer handle or increased moisture resistance, talk to us – we'll help you find the right blend, finish and print technique for your brand.

Jute Overview

UNIT PRICE	Low	**Moderate**	High
MINIMUM ORDER QUANTITY (MOQ)	**Low**	Medium	High
PRINTING OPTIONS	**Basic**	Enhanced	Advanced
DURABILITY	Good	Strong	**Very strong**
CARBON FOOTPRINT	Low	**Moderate**	High
QUANTITY PER CONTAINER	**Low**	Moderate	High

Quote Request Checklist

To give you the most accurate pricing, please provide the following information:

- Desired quantity?
- Any specific delivery time?
- Approx. dimensions of the bag?
- How do you envision the printing?
- Delivery address and incoterms?
- Any add-ons?

Your choice

MOQ –MINIMUM ORDER QUANTITY:
Normally low. MOQ may vary. Please consult us to find the most suitable solution for your order.

POPULAR SIZE:
Shopping bag 45 x 38 x 20 cm.

QUANTITY FOR FULL CONTAINER:
Calculation example for 45 x 38 x 20 cm bag:
20 ft. container ≈ 21,000 pcs.
Please consult us for quantities for other sizes.

QUALITY:
Jute is specified by fabric weight (GSM, g/m²) and weave density, often written as warp×weft counts such as 12×14 or 14×14; in some markets it's also listed by oz/yd².

FABRIC COLOURS:
Available in a variety of stock colours.
Custom colours may be possible with higher minimum order quantities (MOQ).

PRINT:
Methods: silk screen, heat transfer and flexographic printing.

ADD-ONS:
Hangtags.
Custom care/washing label.
Woven brand label or printed label.
Button.
Zipper closure.
Inside or outside pockets.

PRODUCTION TIME:
Lead times vary depending on quantity, materials, printing, add-ons and season.
Production begins once the pre-production sample has been approved, usually taking 2–3 weeks to prepare.
Since each project is unique, timelines are always confirmed case by case.

Cotton

MATERIAL
Cotton is one of the world's most widely used natural fibres, prized for its softness, durability and timeless appeal. It's renewable, versatile and familiar to consumers everywhere, making it a strong choice for reusable carrier bags.

PRODUCTION AND PROCESSING
Harvested from the seed bolls of the cotton plant, the fibres are spun into yarns and woven or knitted into fabrics of different weights and finishes. Depending on the construction, cotton bags can be light and compact or heavy-duty canvases built for long-term use.

PERFORMANCE IN PRACTICE
Cotton is breathable, washable and durable. It can be dyed in countless colours, printed with multiple techniques and shaped into a wide range of bag styles. From lightweight totes to sturdy shopper bags, the material adapts easily to different retail and promotional needs.

THE BUSINESS PERSPECTIVE
As a natural fibre, cotton carries a premium feel and aligns well with sustainability-driven branding. Beyond conventional cotton, there are organic, recycled and Fairtrade-certified options – each addressing different environmental and social goals. Choosing the right type depends on your priorities, and with our experience we can guide you to the option that best fits your brand and business.

Cotton Overview

UNIT PRICE	Low	**Moderate**	High
MINIMUM ORDER QUANTITY (MOQ)	**Low**	Medium	High
PRINTING OPTIONS	Basic	Enhanced	**Advanced**
DURABILITY	Good	**Strong**	Very strong
CARBON FOOTPRINT	Low	**Moderate**	High
QUANTITY PER CONTAINER	Low	**Moderate**	High

Quote Request Checklist

To give you the most accurate pricing, please provide the following information:

- Desired quantity?
- Any specific delivery time?
- Approx. dimensions of the bag?
- How do you envision the printing?
- Delivery address and incoterms?
- Any add-ons?

Your choice

MOQ –MINIMUM ORDER QUANTITY:
Generally low. MOQ varies depending on fabric quality, colours, sourcing (fair trade, organic or recycled), fabric weight and bag construction. We are here to guide you to find the most suitable solution for your order.

POPULAR SIZES
Trade shows / A4 docs: 38 × 42 cm, 140 GSM.
Standard shopping: 40 × 45 × 17 cm, 250 GSM.

QUANTITY FOR FULL CONTAINER:
Calculation example for 38 × 42 cm bag:
20 ft. container ≈ 100,000 pcs.
Please consult us for quantities for other sizes.

QUALITY:
Cotton is measured in GSM (grams per square metre), typically ranging from 100–400 GSM, or more.

FABRIC COLOURS:
Cotton shopping bags can be dyed in any Pantone PMS colour. MOQ is typically 1,000–2,500 pcs, depending on the cotton type (recycled, Fairtrade or organic cotton).

PRINT:
Methods: screen printing, digital printing or heat transfer. Edge-to-edge printing and multi-colour designs possible;
Pantone PMS colours recommended.

ADD-ONS:
Hangtags.
Custom care/washing label.
Woven brand label or printed label.

PRODUCTION TIME:
Lead times vary depending on quantity, materials, printing, add-ons and season.
Production begins once the pre-production sample has been approved, usually taking 2–3 weeks to prepare.
Since each project is unique, timelines are always confirmed case by case.

Non Woven Overview

UNIT PRICE
Low | Moderate | High

MINIMUM ORDER QUANTITY (MOQ)
Low | Medium | High

PRINTING OPTIONS
Basic | Enhanced | Advanced

DURABILITY
Good | Strong | Very strong

CARBON FOOTPRINT
Low | Moderate | High

QUANTITY PER CONTAINER
Low | Moderate | High

R-PET Woven Overview

UNIT PRICE
Low | Moderate | High

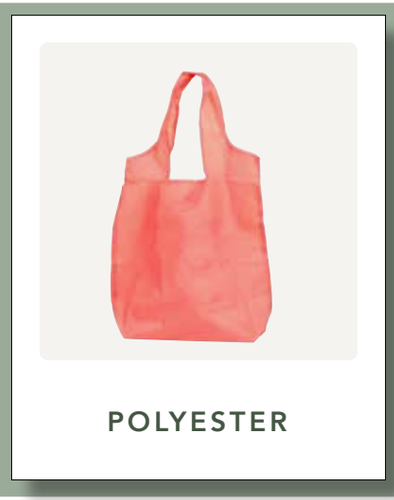
MINIMUM ORDER QUANTITY (MOQ)
Low | Medium | High

PRINTING OPTIONS
Basic | Enhanced | Advanced

DURABILITY
Good | Strong | Very strong

CARBON FOOTPRINT
Low | Moderate | High

QUANTITY PER CONTAINER
Low | Moderate | High



Polyester Overview

UNIT PRICE
Low | Moderate | High

MINIMUM ORDER QUANTITY (MOQ)
Low | Medium | High

PRINTING OPTIONS
Basic | Enhanced | Advanced

DURABILITY
Good | Strong | Very strong

CARBON FOOTPRINT
Low | Moderate | High

QUANTITY PER CONTAINER
Low | Moderate | High

Jute Overview

UNIT PRICE
Low | Moderate | High

MINIMUM ORDER QUANTITY (MOQ)
Low | Medium | High

PRINTING OPTIONS
Basic | Enhanced | Advanced

DURABILITY
Good | Strong | Very strong

CARBON FOOTPRINT
Low | Moderate | High

QUANTITY PER CONTAINER
Low | Moderate | High

PP Woven Overview

UNIT PRICE
Low | Moderate | High

MINIMUM ORDER QUANTITY (MOQ)
Low | Medium | High

PRINTING OPTIONS
Basic | Enhanced | Advanced

DURABILITY
Good | Strong | Very strong

CARBON FOOTPRINT
Low | Moderate | High

QUANTITY PER CONTAINER
Low | Moderate | High

Cotton Overview

UNIT PRICE
Low | Moderate | High

MINIMUM ORDER QUANTITY (MOQ)
Low | Medium | High

PRINTING OPTIONS
Basic | Enhanced | Advanced

DURABILITY
Good | Strong | Very strong

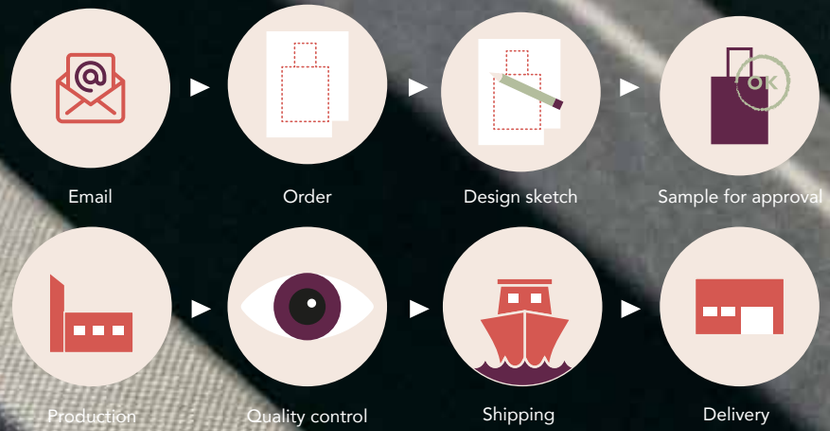
CARBON FOOTPRINT
Low | Moderate | High

QUANTITY PER CONTAINER
Low | Moderate | High

Once You've Made Your Choice

That's when we take over. From confirming details and preparing production to monitoring quality and securing delivery — we accompany your order all the way.

ORDER PROCESS

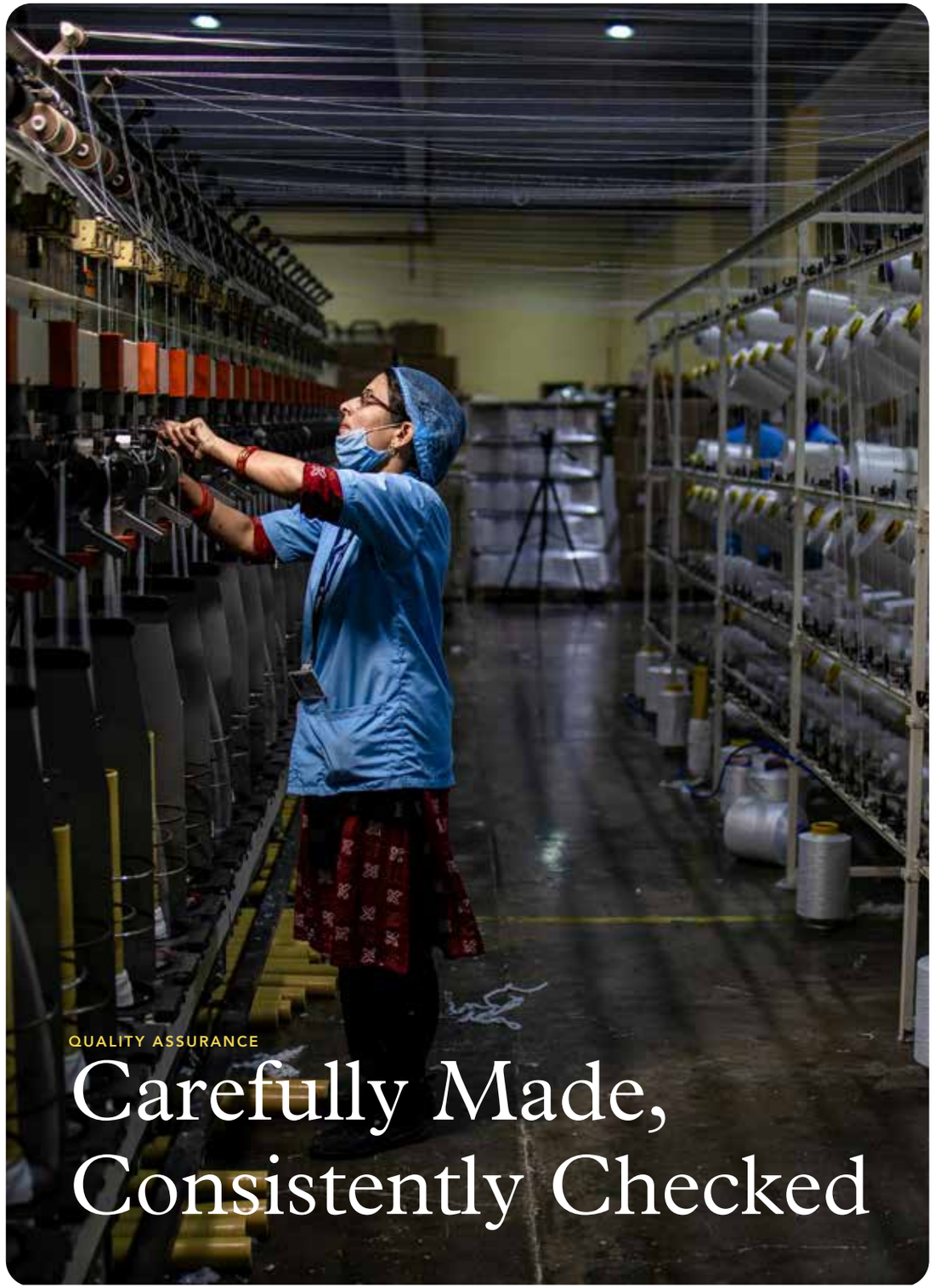


Where Knowledge Meets Craft.

Behind every bag lies a chain of people, skills and careful decisions. From the first fibre to the final stitch, our teams and partners work side by side to make sure every product lives up to our shared standards — and your expectations.

We visit our suppliers, talk to the workers and follow every stage of production. We test, adjust, and improve — because quality doesn't happen by chance. It's built through relationships, transparency and respect for those who make it possible.

Our job is to make the process smooth and reliable, so you can focus on your business.



QUALITY ASSURANCE

Carefully Made, Consistently Checked

Standards You Can Trust

From the very first sample to the final inspection, every stage of our process is designed to safeguard quality. By combining strict controls with close collaboration, we ensure that every bag not only meets your expectations, but also lives up to ours.

FROM FIRST SAMPLE TO FINAL SHIPMENT

- **PPS** (Pre-Production Sample) – reference sample
  A reference piece produced before mass production begins, ensuring all parties agree on the approved standard. All further production and inspections are based on this sample.

- **DUPRO** (During Production Inspection) – in-process check
  A spot-check during production, often focusing on critical components such as fabric dyeing or printing, to secure quality before final completion.

- **PSI** (Pre-Shipment Inspection) – final inspection
  Conducted once production is finished and before shipment. Random samples are compared with the approved pre-production sample, and details such as packaging and carton sizes are verified.

HOW QUALITY IS MEASURED

Beyond these checkpoints, every inspection also relies on a clear standard for how many deviations are acceptable.

AQL – ACCEPTABLE QUALITY LIMIT

During inspections, the AQL (Acceptable Quality Limit) is used to determine whether a shipment can be approved. The system specifies how many defects are allowed in a random sample check, and the requirements vary depending on the product – for example, medical goods are subject to stricter levels than textiles.

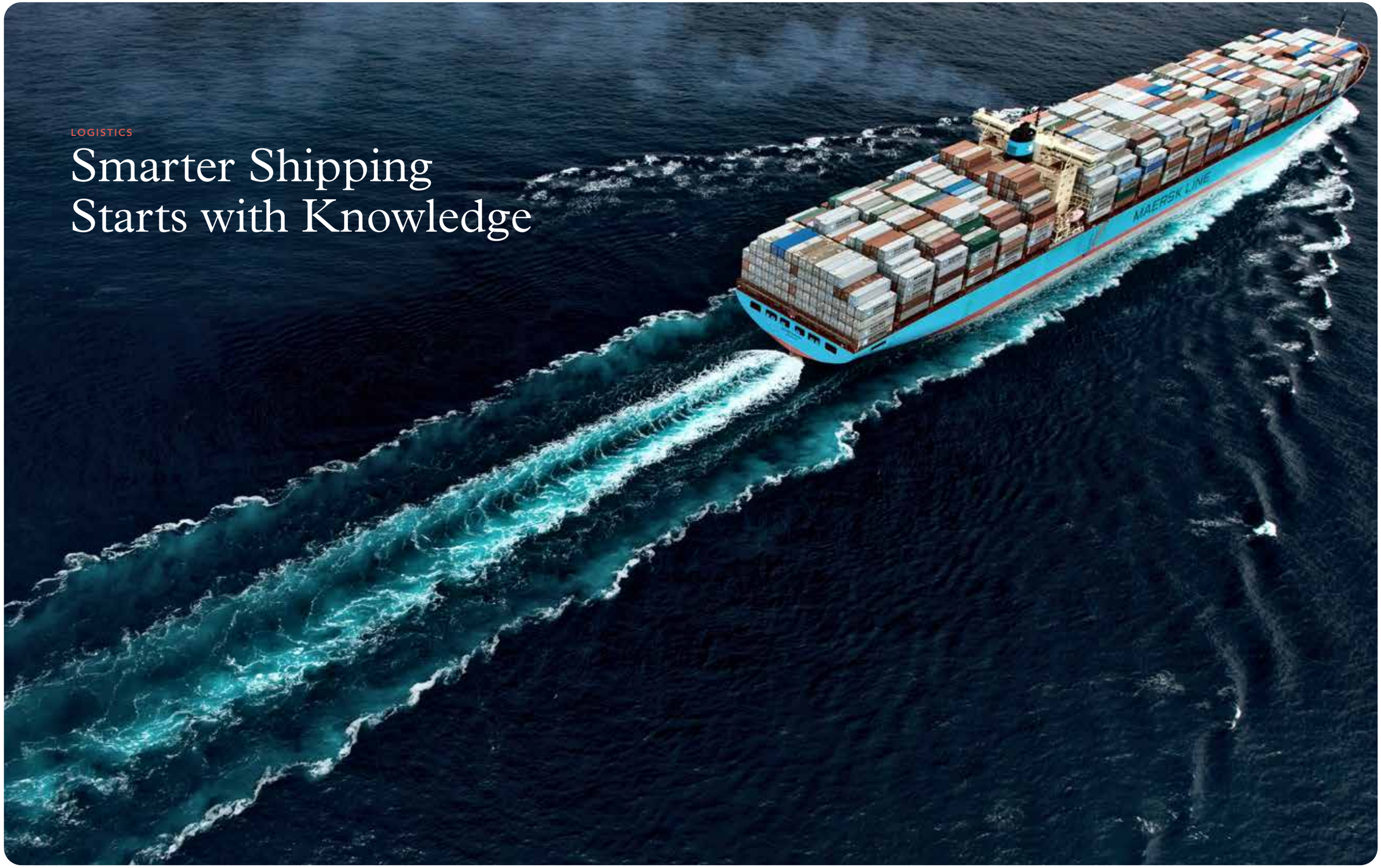
Defects are typically classified into three categories within AQL inspections:

- **MINOR DEFECTS:** cosmetic flaws that don't affect functionality.
- **MAJOR DEFECTS:** defects that impact function or deviate from the approved sample.
- **CRITICAL DEFECTS:** serious issues that make the product unsafe or unusable.

Quantity:		Inspection Level:	II		
CRITICAL defects		**MAJOR defects**		**MINOR defects**	
Select AQL:	Not Allowed	Select AQL:	2.5	Select AQL:	4.0
Sample Size:	200 units	Sample Size:	200 units	Sample Size:	200 units
Accept Point:	0	Accept Point:	10	Accept Point:	14
Reject Point:	0	Reject Point:	11	Reject Point:	15

LOGISTICS

Smarter Shipping Starts with Knowledge



LOGISTICS

Shipping Basics

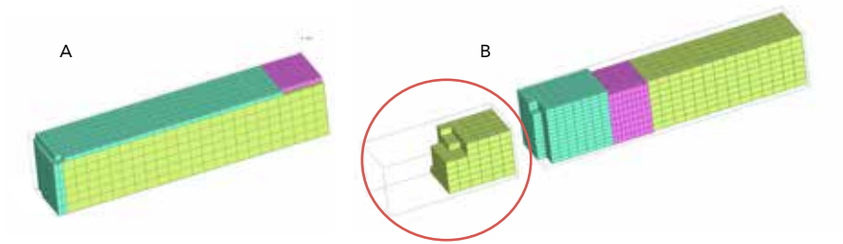
The world of logistics comes with its own language of terms and rules.
This quick guide gives you the essentials – helping you navigate shipping with confidence.
Use it to stay in control, or let us handle the details. Either way, smarter shipping starts here.

SHIPPING BASICS

The volume of your cargo largely determines shipping cost. Two main options are used:

- **LCL** (Less Container Load) – for smaller volumes. You share container space with others; the goods are consolidated and shipped as a pallet.
- **FCL** (Full Container Load) – for larger shipments filling a whole container.

Optimising container use saves both cost and carbon. As shown in illustration A, efficient packing can fit 1,950 cartons in a 40 ft HC container — while in B, poor loading wastes valuable space.

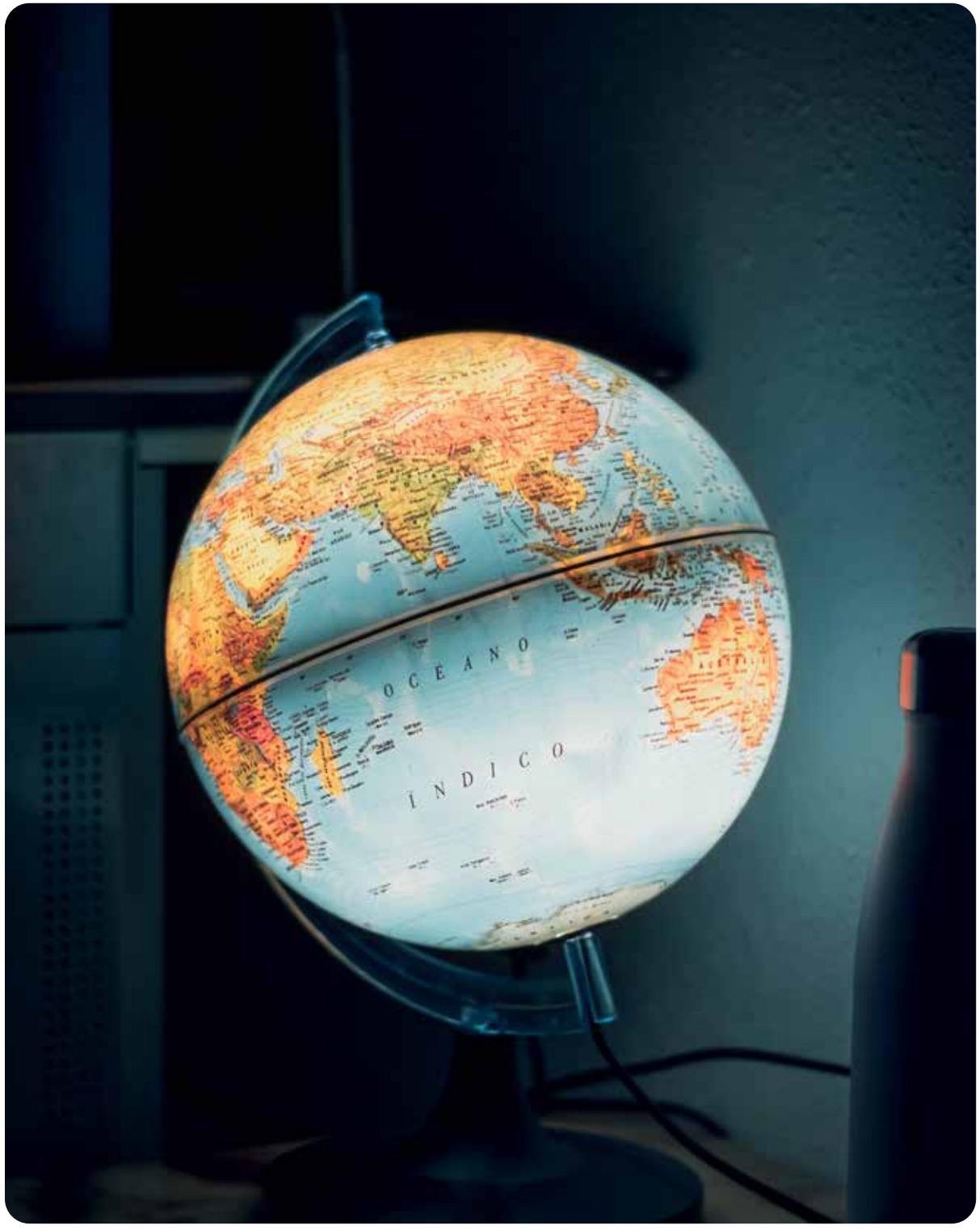


A: efficient container use – maximised volume, reduced cost and emissions.
B: inefficient loading – wasted space increases cost and environmental impact.

CONTAINER TYPES

There are several types of containers and volumes, but for importers of most products, the following are most relevant:

20 ft DC (Dry Container) – standard 20-foot container. Usable volume: approx. 28 m³.
40 ft DC (Dry Container) – standard 40-foot container. Usable volume: approx. 57 m³.
40 ft HC (High Cube) – taller 40-foot container. Usable volume: approx. 67 m³.



LOGISTICS

Know the Terms, Master the Flow

Shipping made simple – understand the key terms and timelines to keep your goods moving smoothly from start to finish. Whether we manage the shipment end-to-end or handle delivery on your terms, our goal is the same: reliable, predictable logistics.

INCOTERMS

Incoterms (International Commercial Terms) are international trade rules that define the responsibilities of buyers and sellers throughout the shipping process. They specify who covers transport, insurance and related costs; where delivery or transfer of goods takes place; whether loading and unloading are included; and at what point the risk passes from seller to buyer. Understanding the chosen Incoterm ensures that both parties have a clear understanding of their obligations, costs and liabilities — reducing the risk of misunderstandings and delays.

The following are the most commonly used Incoterms, showing how responsibilities and liabilities are shared between buyer and seller.

- **EXW** (Ex Works) – **NAMED PLACE**
  The buyer takes responsibility for all costs and risk once the seller has made the goods available at the agreed time and place, e.g. at the seller's warehouse.

- **FOB** (Free On Board) – **NAMED PORT OF SHIPMENT**
  The seller bears all costs and risk until the goods are loaded onto the vessel. After that, responsibility transfers to the buyer.

- **DDP** (Delivered Duty Paid) – **NAMED PLACE OF DESTINATION**
  The seller covers all costs and risk until the goods are delivered to the agreed destination. The buyer takes over responsibility once the goods are available for unloading at the final delivery point.

SEA FREIGHT BOOKINGS

Sea freight requires forward planning to secure space and keep production and delivery on schedule. As a rule of thumb, bookings should be made at least 5–6 weeks in advance to allow time for production, documentation and container allocation.

CUT-OFF – deadlines for documentation and container arrival at the port.
ETD (Estimated Time of Departure) – planned departure date.
ETA (Estimated Time of Arrival) – planned arrival date.

ESSENTIAL DOCUMENTATION

Keep track of the key documents required for shipping. The most important include:

BL (Bill of Lading) – contract and proof of ownership between sender and carrier.
CI (Commercial Invoice) – the trade invoice or proforma invoice.
PL (Packing List) – list of items packed in the shipment.

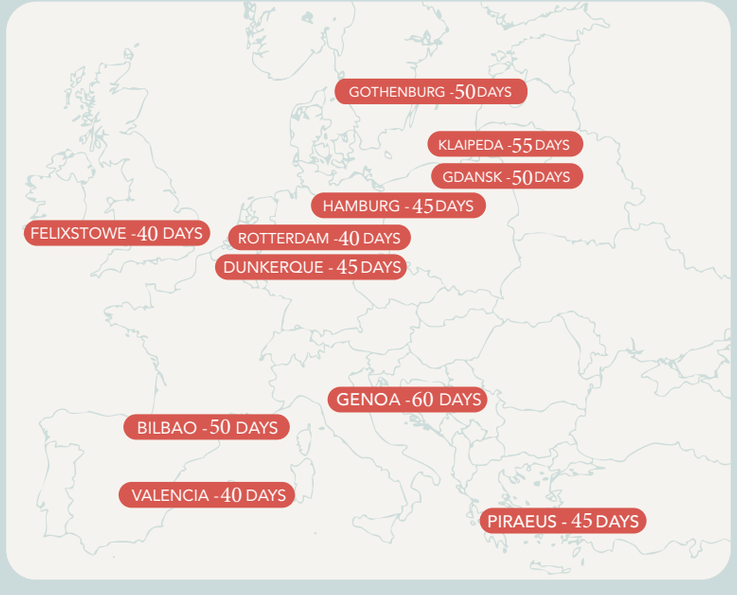
LOGISTICAL CHALLENGES

Examples of circumstances that can affect delivery time and shipping costs:

- **EXTERNAL FACTORS** – weather conditions, strikes or widespread illness can disrupt schedules and cause unexpected delays along the shipping route.
- **TRANSSHIPMENTS** – goods are sometimes transferred between vessels en route. Missing a feeder — the smaller connecting vessel — can delay the shipment by several weeks.
- **PORT CAPABILITIES** – not all ports can handle large vessels or high cargo volumes, which may require rerouting or lead to waiting times.
- **CONTAINER SHORTAGES** – a lack of available containers can lead to higher freight rates and extended lead times.
- **LIMITED SPACE** – overbooked vessels and high seasonal demand can push departure dates forwards and affect delivery predictability.
- **SEASONAL VARIATIONS** – peak periods such as Chinese New Year and Christmas put extra pressure on production and shipping capacity, often resulting in longer lead times and higher transport costs.

TRANSIT TIMES FROM HO CHI MINH CITY

This map shows estimated sea freight transit times, in days, from Ho Chi Minh City — where our bags are shipped from — to major European ports. Transit duration depends on route, vessel type and destination, as well as seasonal demand and external conditions. While schedules may vary, the overview provides a useful indication of how long shipments typically take under normal circumstances. Factoring in these lead times supports better planning, more reliable deliveries and a stronger overall logistics performance.



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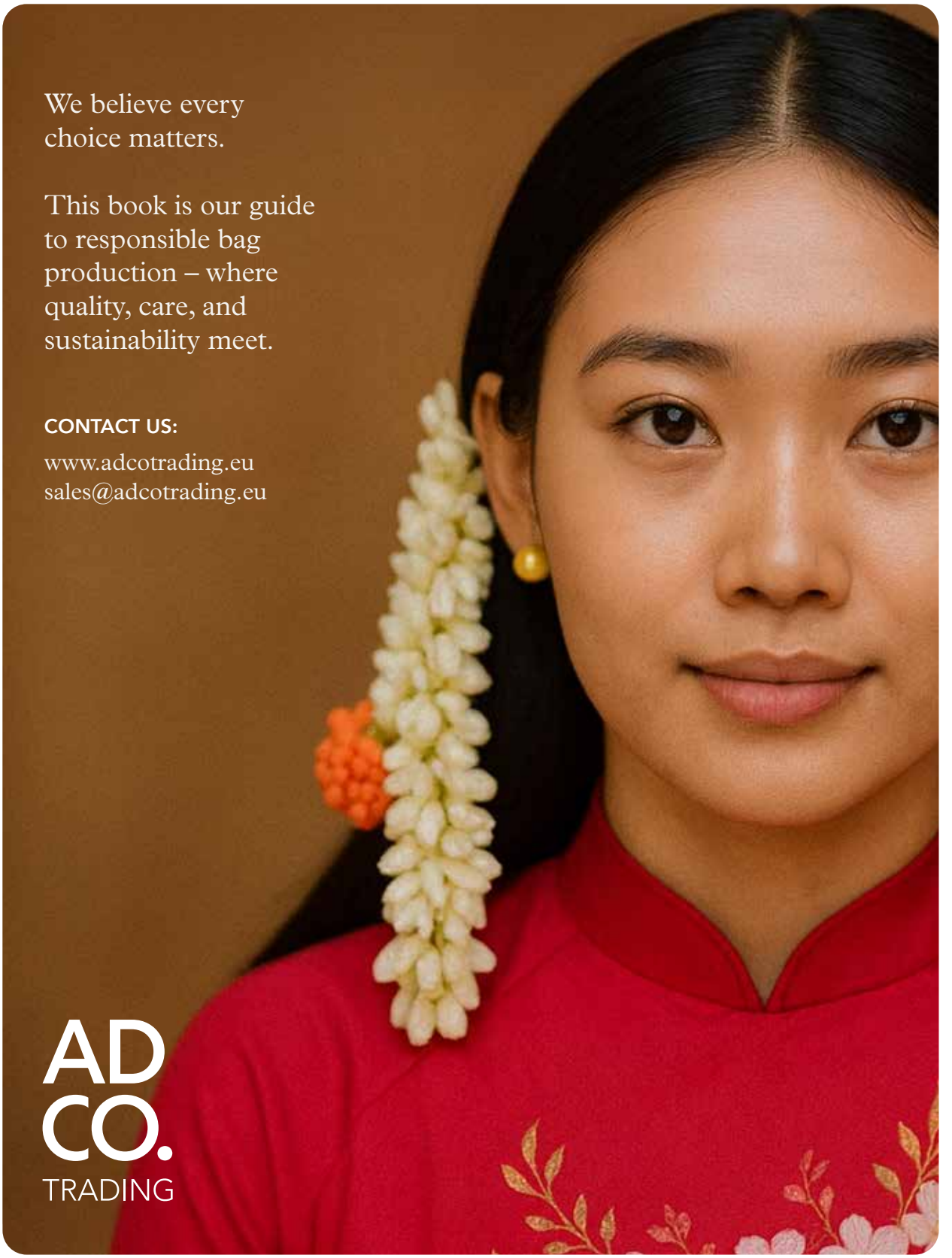

We believe every choice matters.

This book is our guide to responsible bag production – where quality, care, and sustainability meet.

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