



consumers would be contained inside the handcrafted boxes. This arrangement has saved countless human resource hours, and has more than offset any increased packaging costs. Valentina says, “Even when working with major companies, it’s worth taking a moment to explore options that suit both you and the retailer, as opposed to accepting retailer requirements across the board.”

Left: When Lovewild Design’s tea bud is steeped, it slowly opens up to reveal a flower. Each tea bud is good for one pot.

Below: Handcrafted bath salts by Lovewild Design rejuvenates and refreshes bathers.



Embrace a Greener Option

Lovewild Design

Brooklyn, New York

Web: www.lovewilddesign.com

Owner: Sierra Valentina

THE PRODUCT: An eco-friendly packaging brand requirement

THE PROBLEM: Sierra Valentina at Lovewild Design in Brooklyn, New York, makes handcrafted, sustainable gifts. As she started working with larger retailers, she realized that her use of recycled and post-consumer waste components for shipping would be short-lived because they never had enough shipping boxes, padding, and bags to re-use. Not only that, larger retailers they wanted to do business with have very specific shipping rules that require that each individual product be wrapped in polyethylene, which is not an option that is consistent with Valentina’s brand.

THE SOLUTION: Valentina solved her packaging dilemma by turning to a combination of recycled plant-based bags, and a biodegradable green bubble wrap replacement. The safe and cushion-y shipping environment is great for her handmade products and her brand.

Another example of how Valentina has met a potentially tricky packaging challenge came when she noticed on social media that her buyers were shipping her Blooming Team product direct to consumers outside of the hand screen-printed box in which they had been shipped by her. Since the boxes are screen printed and folded by hand, she observed an opportunity to eliminate unnecessary packaging labor costs.

Valentina agreed that all the orders to be shipped to retail stores for purchase off a retail store shelf would be shipped inside the biodegradable green bubble wrap replacement without the box, while the products destined to be shipped directly to

Using the higher priced eco-friendly shipping materials added a little to Valentina’s costs in the beginning, but it evened out over time. Since her packaging was compliant with requirements, more retailers purchased more products, resulting in Lovewild branded products being seen and purchased by more people. When a retailer sells out of one of her products, the consumer looking for that product comes to Valentina’s website to buy it. It’s a win-win for everyone.

At the end of the day, Valentina acknowledges that the green option is not usually the least expensive option. However, sustainability is one of the hallmarks of her brand, so cost is not the only issue. The more important issue is her commitment is to take on all entrepreneurial opportunities in as eco-friendly a manner as possible.

THE RESOURCES: Eco Enclose eco-friendly shipping supplies, www.ecoenclose.com