



Natural fibre tote bag

Procurement process



Existing bag



Context:

Municipalities and provinces across the country are regulating how TELUS manages and distributes reusable bags at our retail locations.

In order to comply with municipal bylaws and provincial regulations, we're phasing out our current polypropylene (woven plastic) bags and replacing them with a new bag made of recycled cotton (natural fibre colour).

We're also connecting the government-required fees for reusable bags to positive environmental action.

All proceeds from the sale of reusable bags will go to planting trees to support post-wildfire reforestation in Canada.



\$5

Project Goals

1. Communicate our reforestation (tree-planting) efforts in support of climate action & TELUS' broader sustainability goals
2. Design a bag that our customers will be proud to carry

Constraints

1. Must work with both TELUS and Koodo brands
2. Silk screen printing limits the available colours — and now restricted to just **1-colour** for costing.
3. Photographic imagery (such as critters) won't reproduce well.



Sticker posted at all in-store
checkout points

Approach

- 1. Communicate** positive environmental action using the product hang tag, point-of-sale stickers and info from customer service reps.
- 2. Illustrate** in a way that fits both brands by bringing the TELUS brand with the connection to nature and the Koodo brand with a touch of playfulness.
- 3. Colour** in greens and blacks. Pull from the extended TELUS green palette, pushing the standard dual-brand-black treatment into hues fitting for forests.
- 4. Size logos** on the bag for easy legibility without overpowering the illustration.

Co-branded Bilingual bags

Omitting marketing messages from the bags themselves increases longevity, simplifies logistics and costing for bilingual purposes, and increases the likelihood of these becoming the customers' favourite bags to use wherever.



Initial Procurement Requirements

- Size: Approximate dimensions 13''(w) x 14''(h) x 6.5''(aag), Approximately 22'' end to end length
- Material : 10oz 100% recycled Cotton Bag – Natural or other sustainable material
- Made in Canada
- Durable recycled cotton (preferably GRS-certified cotton) or other sustainable textiles
- Cost including screen printing under \$2/bag
- Good quality / premium product
- Printing : 4 colour - one sided vs. two sided
- Quantity : 100k
- Washable: 100 times or more
- Must be washable and repairable
- Priority will be given to the bidder who is able to takeback and recycle bags at end-of-life

Final Procurement Specifications

Recycled Cotton Tote Specifications:

Material: 100% recycled cotton, 8 oz Dimensions: 15" x 17" recycled cotton tote bag with self-fabric handles; no gusset. Handle Specifications:

- Total drop height: 18"
- Material: Self-fabric

Hang Tag Requirements:

- FSC certified white paper
- Full color printing, both sides
- Size: 3" x 2"
- Attachment: Cotton thread or similar (no plastic)
- Punch hole placement: ½ inch from edge
- Hole diameter: approximately 1/16th inch

Production Requirements:

- SCI Certified Factory (trusted long-term partner)
- Slow Steaming participant (10% reduced shipping speed, resulting in 27% emissions reduction)
- One color imprint, one location

Lessons learned

- Challenge "Impossible": Research thoroughly, shop around
- Buffer Timeline: Build in extra time for unexpected delays
- Insist on Samples: See and approve before proceeding
- Clarify Expectations: Ask follow-up questions regularly
- Beware Too-Good Offers: If it seems unrealistic, it probably is
- Use Open-Ended Queries: Uncover unknown possibilities



Planting the future

This bag is made of 100% recycled cotton. For each bag sold, we'll plant a tree to support reforestation in Canada.

Learn more at telus.com/ReusableBags

 **TELUS** 

