



European
Outdoor
Group™

Single Use Plastics Project

Recommendations

January 2026

Recommendations

Our vision is to reduce the impacts of single use plastic packaging in the outdoor industry. We do this by providing resources, research, industry standards, testing outcomes, communications materials, and a strong network of brands aligned with the outcomes of the project.



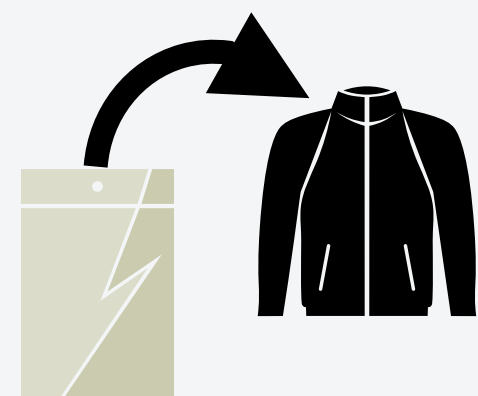
Reduce and, where possible, fully eliminate poly bags across identified product lines.

See pages 4-6 of this Project Recommendations guide for the outcomes of our shipping survey and recommendations & considerations for those starting this process.



Produce and design all poly bags in alignment with the EOG Poly Bag Standards document.

See the EOG Poly Bag Standards for detailed guidance on the optimum material choice and poly bag design.



Ship pre-selected e-commerce orders to end users without a poly bag.

Of the 1578 consumers who responded to our survey, 97.98% said the condition of e-comm products delivered without a poly bag was the same or better. No impact to returns reported by brands.



Collate bags from retail and e-comm, and ensure they are mechanically recycled.

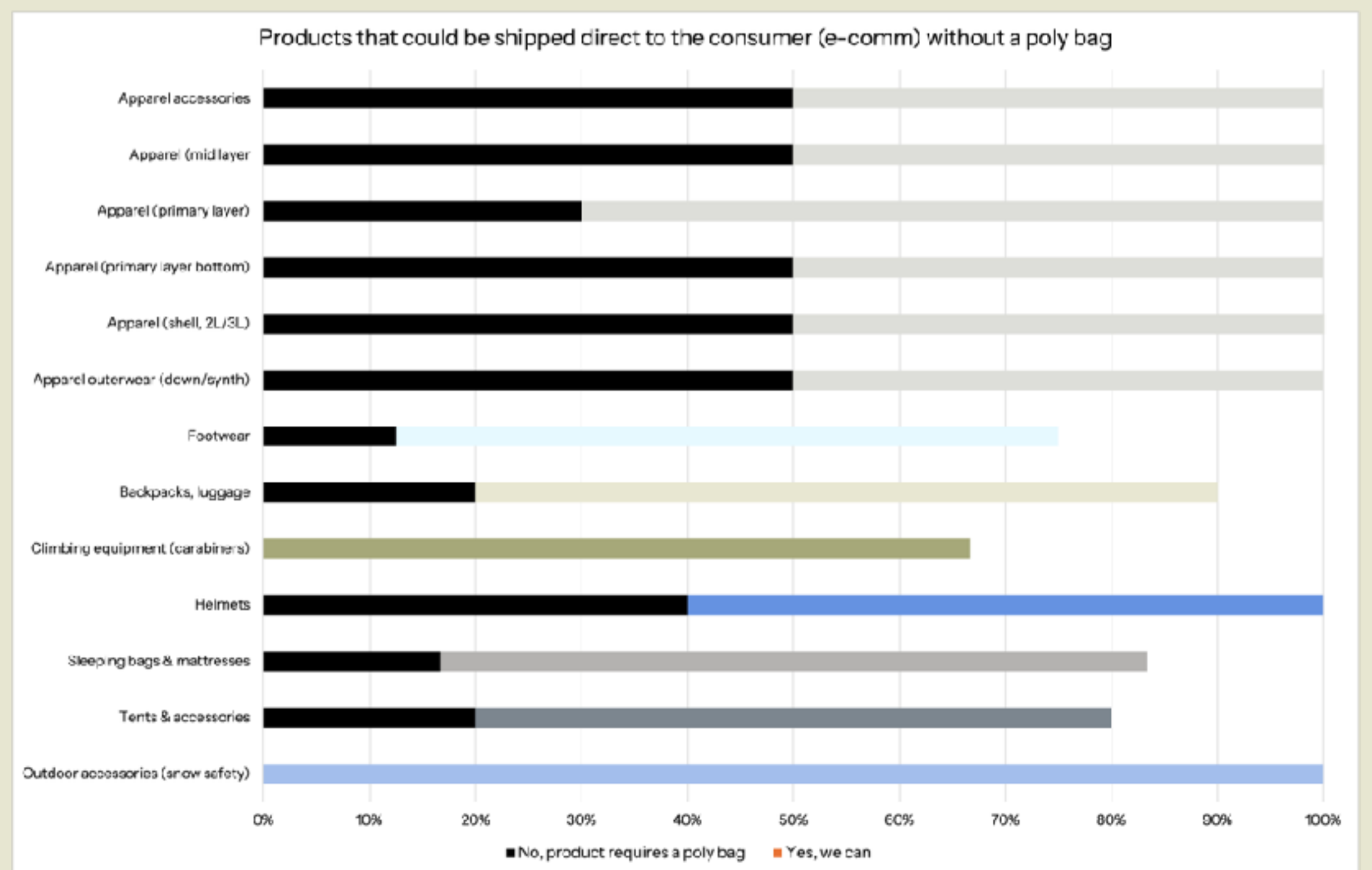
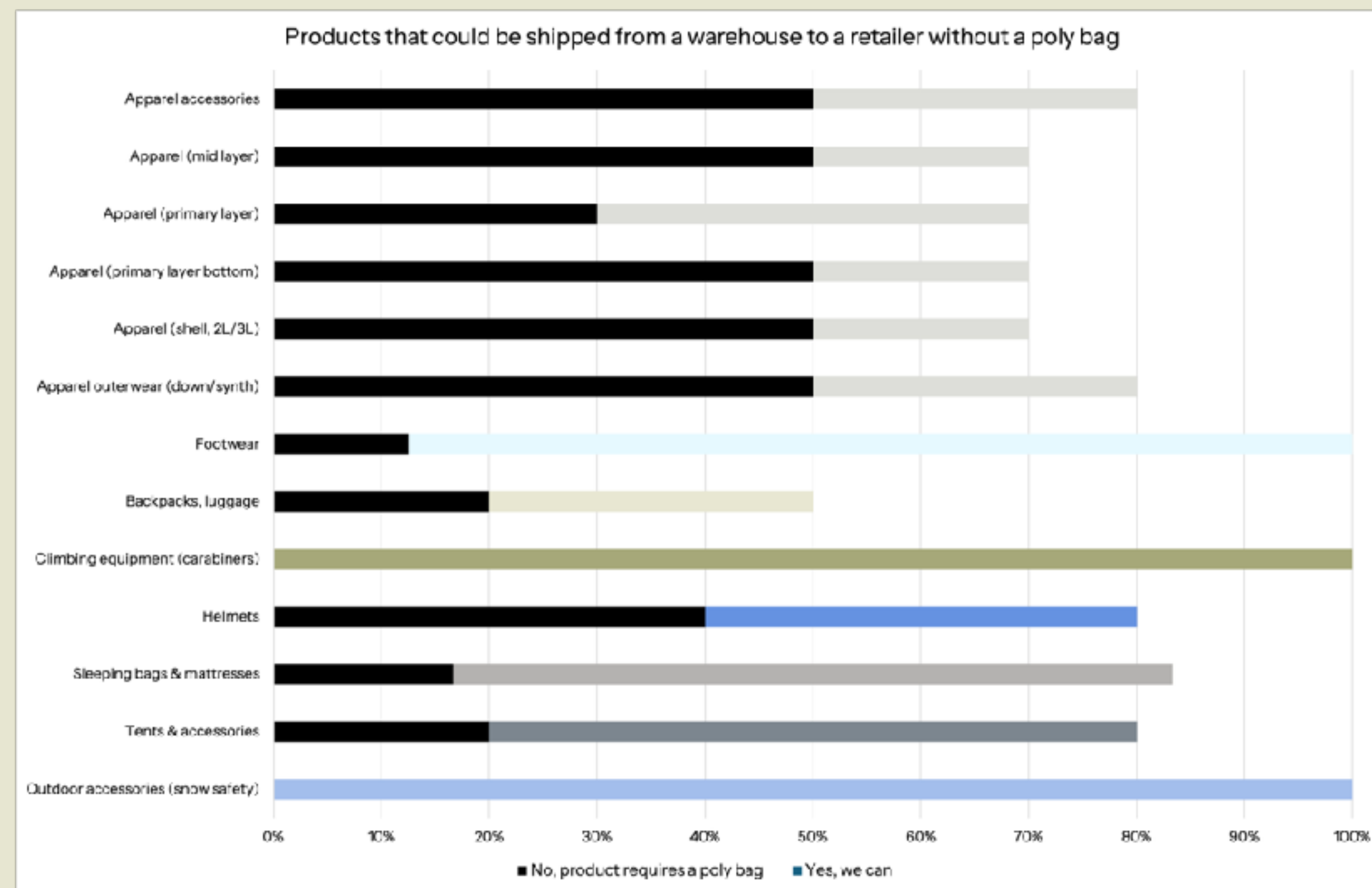
From 2019 to 2025, over 33 metric tonnes of plastic were collected from our UK recycling network, saved from landfill or incineration, and recycled into high grade (98/2, 99/1) valuable material.

Resource list

Recommendation	Resource
Reduce and, where possible, fully eliminate poly bags across identified product lines.	See what products poly bags have successfully been removed from in our Product Shipping Survey summary
Design all poly bags for maximum recyclability and/or reuse	Explore our concise Poly Bag Standards document for material specifications and design proposals
Ship pre-selected e-commerce orders to consumers without a poly bag.	▪ Not sure where to start? See what others have done in this guide. ▪ Concerned about return rates or damaged/dirty products? See real consumer feedback in our Project Report (page 58).
Return your poly bags back to the resource stream.	▪ Collate bags from retail and e-comm shipping. ▪ Work with your local waste service provider to understand your options for recycling poly bags and transparent films.
Remove poly bags from products before displaying on the retail outlet floor.	Find tried-and-tested, targeted advice and guidance for retail outlets in our Retailer Guidance document.
Still have questions?	Consult the Frequently Asked Questions section of the Single Use Plastics Project website.

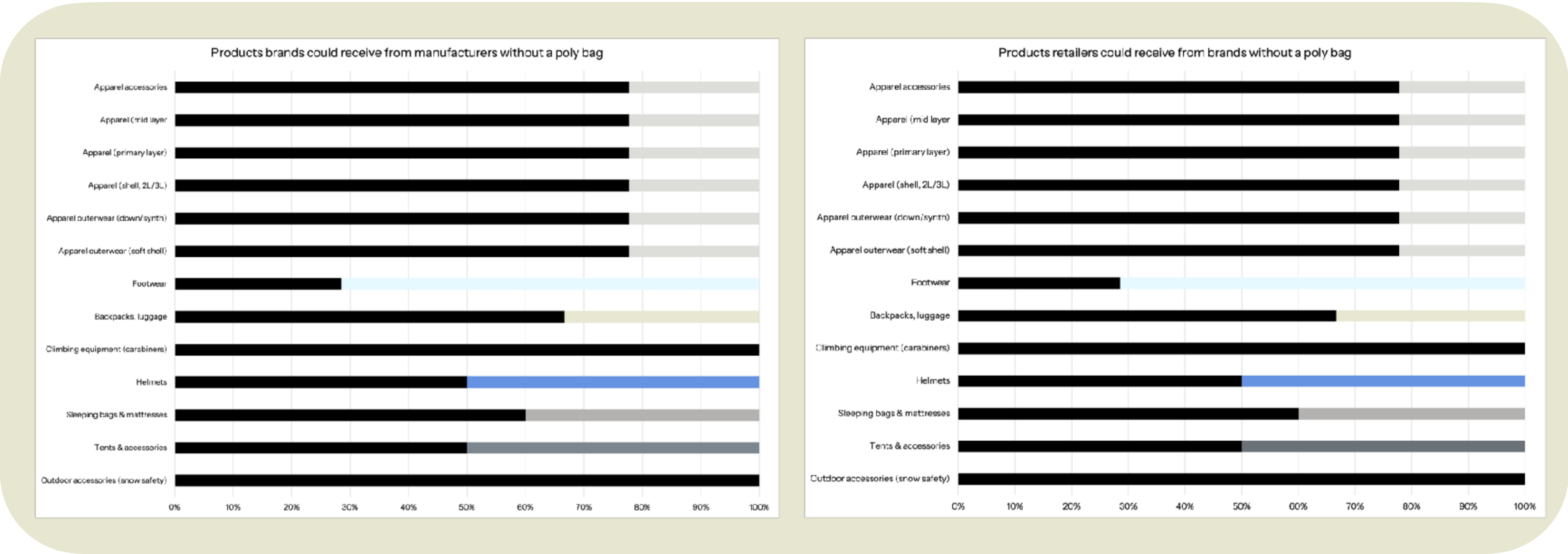
Where to start

Assuming retailer or consumer acceptance of the product, brands report that they are mostly capable of shipping apparel and accessories without an individual poly bag. Light apparel items (prone to discolouration) may still need the protection of a poly bag, as may those prone to snagging (e.g., woollen outer layers). For B2B deliveries, packaging and bags can be shipped in cardboard/paper mailers and for e-comm deliveries, and primary layers can shipped using cardboard boxes or paper mailers. Midlayers may need a sheet of paper wrapping for protection during transport, and t-shirts/baselayers can be shipped in a paper bag or rolled without paper. For mixed e-comm orders, depending on the combination of items, some packaging may be required e.g. card or bubble wrap, to protect soft goods from hard goods.



Where to start

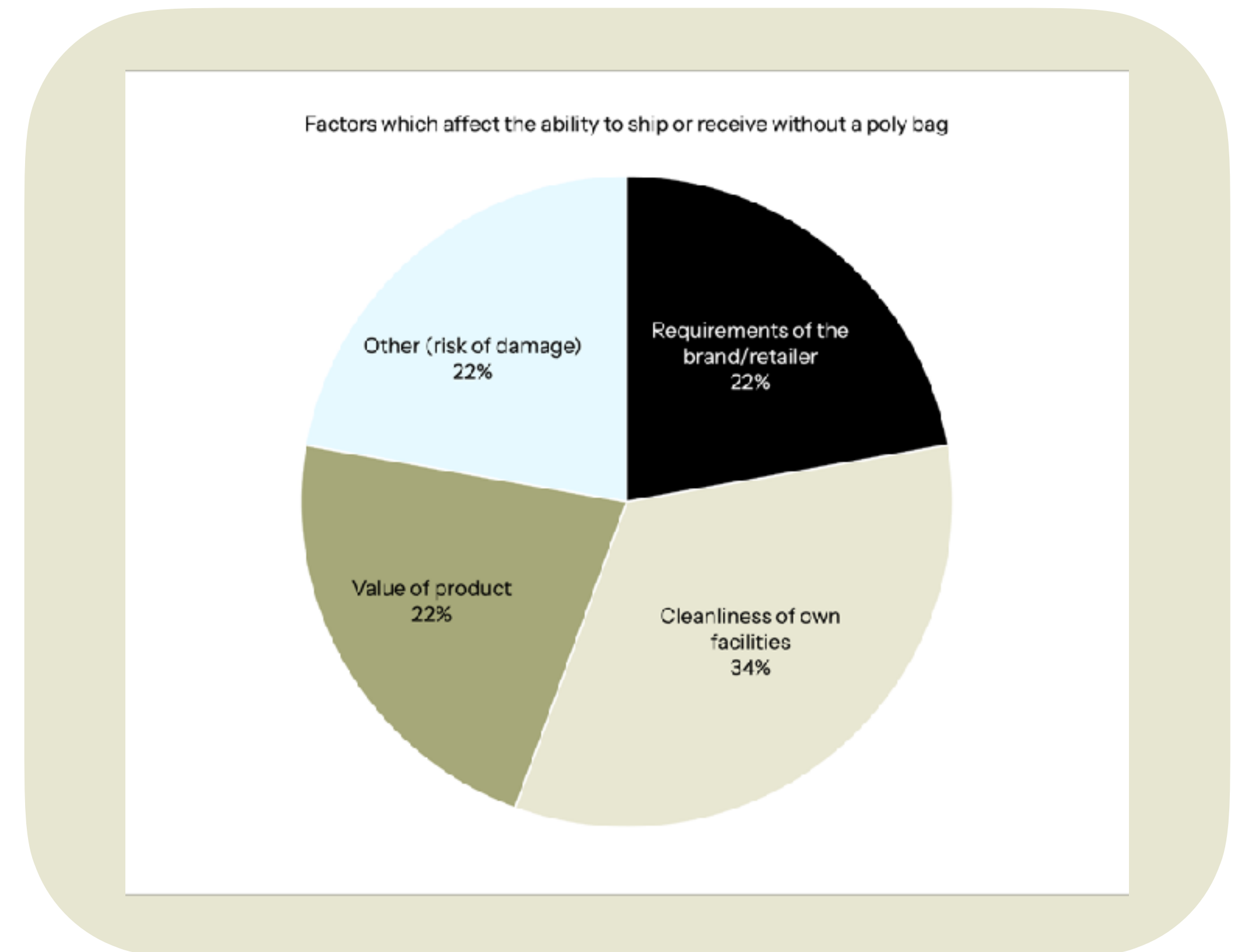
There is a strong correlation between what brands report that they are able to receive from manufacturers without individual poly bags, and what retailers report they are able to receive from brand warehouses without poly bags. These are mostly non-apparel products, some of which can be shipped in cardboard boxes (e.g., footwear), in their own cotton/polyester storage sacks (e.g., sleeping bags), in master bags (e.g., gloves, hats) or packed into each other (e.g., backpacks transported in larger luggage). It is important to check retailer policies regarding their poly bag requirements.



Where to start

We recognise that there are multiple factors which might affect an organisation's ability to ship or receive products without a poly bag, including material type, product colour and company policy. We recommend trying to address specific aspects sequentially, or by focussing on easy-win product categories first to build confidence.

Despite these obstacles, however, shipping 100% poly bag free **is possible** and has been achieved by one of our members!



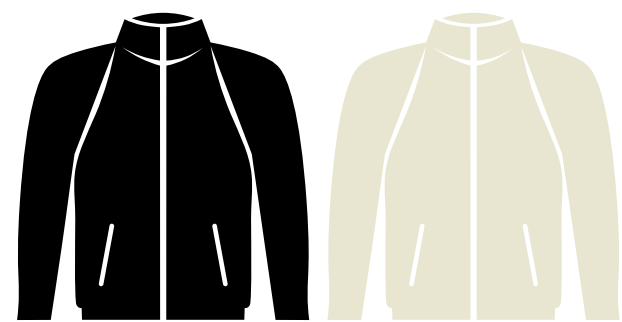
Where to start

Equipment



Equipment such as packs and gear can often make the entire journey from manufacturer to end user without damage or significant loss. Begin with these product types.

Product attributes



Consider products' attributes that make them more or less suitable for naked deliveries. Lighter colours are more likely to look dirty and are not the best place to start testing.

Apparel



Among apparel items, accessories and durable outer- and mid-layers tend to handle the final leg of their journey best.

Material choices

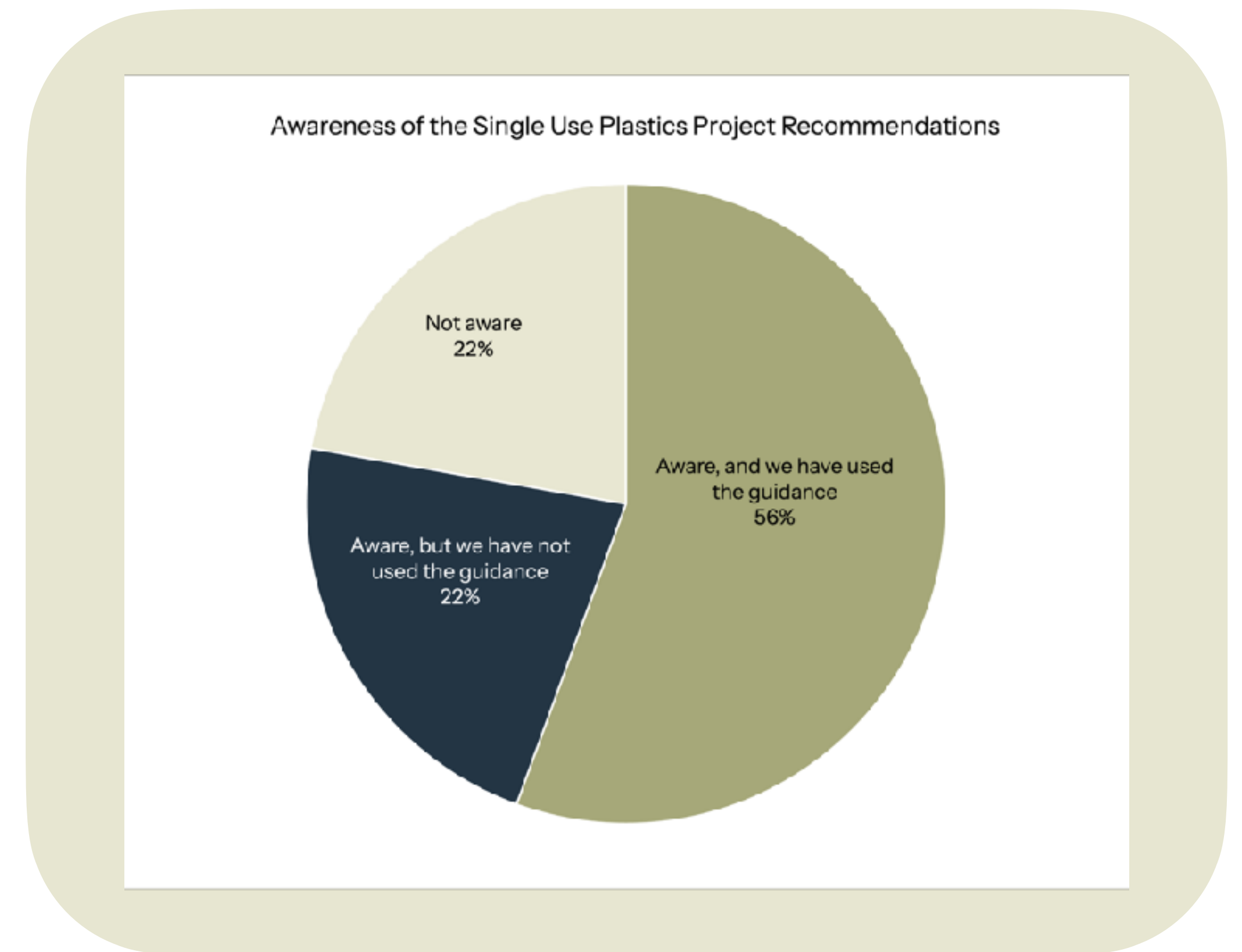


Consider material choices and combinations as well. Wool baselayers are more delicate and fleeces can catch on exposed velcro from other products.

How to start

Brands and retailers new to shipping product without a poly bag can use the survey outcomes to identify which product lines to first select for testing, and some considerations to ensure successful outcomes. We recommend selecting a few products, starting with dark coloured equipment and accessories, and then monitoring outcomes and expanding to include other lines as your operations permit.

Many of our project members started by testing these recommendations on less than five product lines and some have been able to progress to shipping over 90% of their e-comm orders without a poly bag.





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