



N Brown Group plc

("N Brown" or "the Group")

N Brown becomes first large online retailer in the UK to reduce plastic waste with innovative dissolvable packaging

- N Brown will become the largest online retailer in the UK to use Polymax[®] powered by Hydropol[™] packaging for its garment bags, with the aim of reducing plastic waste and preventing recycling confusion
- This new packaging can be disposed in any way without harming the environment, including dissolving in hot water and through recycling
- The partnership will reduce N Brown's plastic use by almost half (44%)
- N Brown customers will begin receiving products in Polymax[®] powered by Hydropol[™] packaging from November

07.00 AM, LONDON: N Brown, the inclusive retail platform and owner of the JD Williams, Jacamo and Simply Be brands, has announced that it will begin rolling out Polymax[®] powered by Hydropol[™] packaging for its N Brown own-label products from November 2024.

Plastic film wrapping is among the biggest causes of recycling contamination in the UK, with one in five¹ Brits attempting to recycle this packaging in areas that don't accept it, and only 9% of flexible plastics being recycled correctly². This 'wishcycling' is not only an issue for recycling facilities but could be causing anxiety for customers trying to do the right thing³.

Unlike traditional plastic film, Polymax[®] powered by Hydropol[™] packaging can be recycled alongside paper, plastic, metal or food without any risk of contamination. Consumers can put Polymax[®] powered by Hydropol[™] packaging in their black bins, where it will safely biodegrade, or in their recycling bins where it will dissolve as part of the process without the risk of damaging or polluting the environment. It can even be dissolved in hot water, leaving no harmful microplastics behind.

As well as offering N Brown customers an easier and more sustainable way to dispose of their packaging, moving to Polymax[®] powered by Hydropol[™] packaging will have a significant impact on the amount of plastic used in N Brown's operations. It's expected that conventional plastic use will be reduced by almost half (44%) once the Polymax[®] powered by Hydropol[™] packaging is rolled out across all own-brand products.

¹ WRAP, [Recycling Tracking Survey, Behaviours, Attitudes and Awareness Around Recycling: Spring 2022](#)

² OECD, [Plastic pollution is growing relentlessly as waste management and recycling fall short, says OECD | OECD](#): February 2022

³ NIVEA, 2023 – 22% of UK respondents said they were 'afraid' of putting the wrong products in the recycling bin

If Polymax® powered by Hydropol™ packaging was used globally for all garment packaging, it's estimated that around 25 million tonnes of conventional, hard-to-recycle packaging could be prevented from entering the environment each year⁴.

Sarah Welsh, CEO of Retail at N Brown Group said *“Reducing our impact on the environment while ensuring a high-quality product experience for our customers is something we take very seriously. Packaging has always been a key area of innovation for us as it makes up a significant proportion of the plastic that is used across our operations.*

“Polymax® powered by Hydropol™ is a really exciting product that offers us the ability to package our clothes effectively without the use of conventional plastic and provides our customers with multiple easy and environmentally friendly disposal options.

“This new packaging is going to enable us to reduce our conventional plastic usage by 44%, without compromising on the quality of our packaging. We're excited for customers to start receiving some own-brand products in this new packaging this Autumn, with the full rollout to 100% of own-brand products set to be complete by the end of 2025.”

Tom Wielicki at Maxim Labels and Packaging said: *“We're incredibly excited that N Brown Group will become the largest retailer in the UK to use Polymax® powered by Hydropol™ packaging for their products. We believe that Polymax® powered by Hydropol™ is the solution to the burden of conventional single-use plastic in the fashion packaging sector, and we're proud of the fact that it is fully recyclable, biodegradable and water soluble.*

“We hope that other large retailers in the UK will follow N Brown in choosing a more sustainable future for their garment delivery.”

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About N Brown Group

N Brown is a top 10 UK clothing and footwear digital retail platform, with a home proposition, headquartered in Manchester and employs over 1,500 people nationwide. Through our strategic retail brands including JD Williams, Simply Be and Jacamo, we exist to make our customers look and feel amazing and take great pride in passionately championing inclusion and serving the under-served. Our customer-first shopping experience, supported by our innovative financial services proposition, is designed to deliver choice, affordability, and value to our customers, and allows us to be truly inclusive and accessible.

⁴ Amount of Polyethylene plastic produced – 110 million tonnes globally per year (*Plastics Europe data*). Amount of Polyethylene plastic used for film wrapping – 55 million tonnes (*Ellen McArthur Foundation and McKinsey data*). Amount of Polyethelene plastic used for garment bags that could be directly substituted for Polymax® powered by Hydropol™ - 25 million tonnes (*Ellen McArthur Foundation, McKinsey and Plastics Europe data*)