

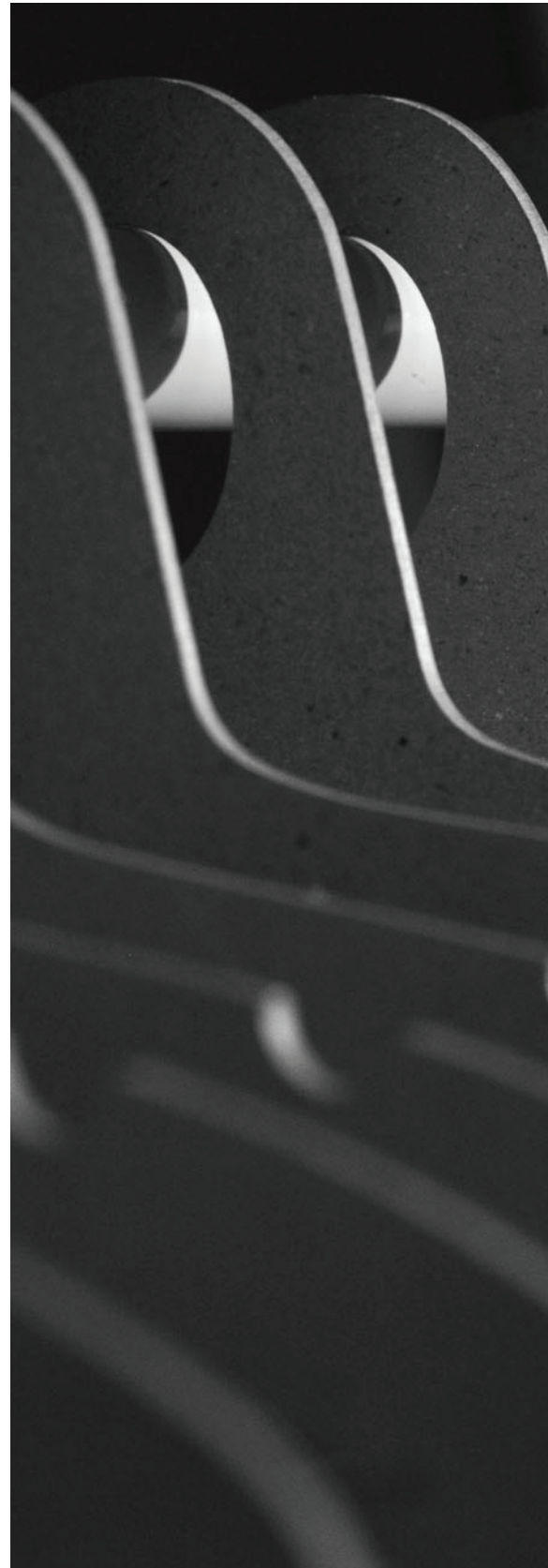
18 JULY, 2011

BUILDING **SUSTAINABILITY** IN **THE** STORE PLATFORM

THE GAP



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all designs and concepts copyrighted/patented Ditto Hangers, 2011.

LONG-TERM SOLUTIONS

Ditto's Designs + Solutions are long-term solutions that will work for years.



SUSTAINABILITY

Using certified factories and non-toxic materials, Ditto products are sustainable solutions that speak to consumers.



PROVEN DESIGN

Recognized by international design organizations, Ditto's designs perfectly compliment high end branding programs.



INNOVATION

Ditto continually stays ahead of industry and sustainability trends that keep their solutions in front of the pack.

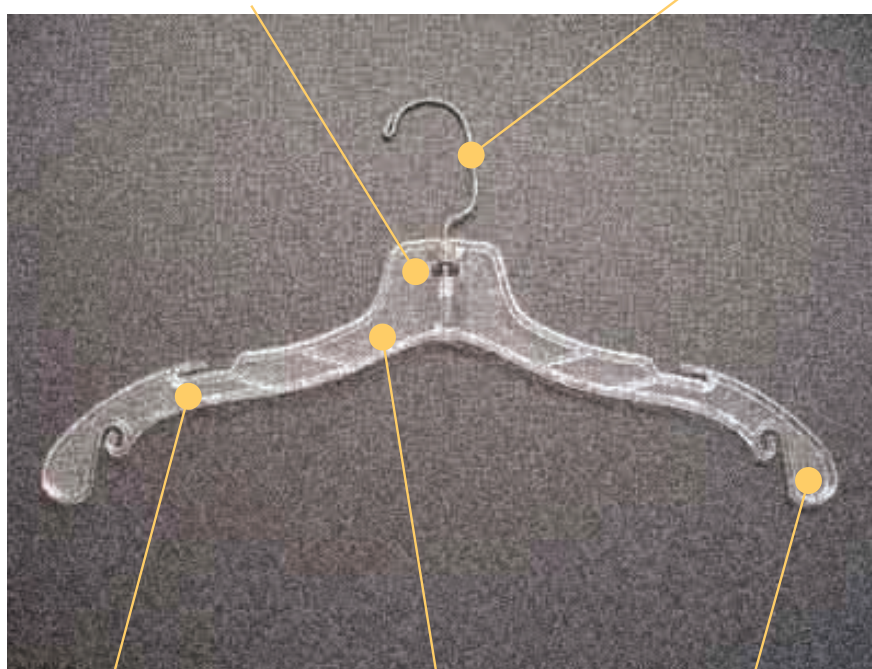


The Cost of **BUSINESS AS USUAL**

Plastic hangers aren't just cheap. Their true cost is far than what shows up on the purchase order.

TOXIC - Polystyrene off-gas and leach **BENZENE** into the ground water and into clothing. Polycarbonate plastic retail hangers leach **BISPHENOL-A** (a hormone disrupter) into the ground water in landfills. Polycarbonate has been banned in Canada for use in baby and water bottles.

NEGATIVE PERCEPTION - Words used by consumers to describe retail hangers are "**hate**", "**ugly**", "**useless**", "**stupid**" and "**frustrating**". Detracts from the shopping experience. Doesn't fit CSR reports and sustainable initiatives. Drives down perceived value and make garments look cheap.



EXPENSIVE - Only hangs garments. No marketing or branding potential. Back-end disposal never factored into the **true cost** of hanger.

NON-RECYCLABLE - Multiple materials (low-grade metal, 7 types of plastic, nonslip vinyl pads) are why plastic hangers are **banned** in most recycling programs.

BACKWARDS - No innovation in the retail plastic hanger in over 50 years.



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The Cost of **BUSINESS AS USUAL**

The use of WOOD and BAMBOO hangers seem more environmental. But are they really?

NON-RECYCLABLE - Multiple materials (low grade metal hooks and clips, vinyl no slip pads) make hangers poor products to recycle.

TEMPORARY FIX- Although wood and bamboo hangers "look" natural, they are unrecyclable, damage easily and are a temporary solution.

TOXIC - Wood and Bamboo hangers use volatile chemical based varnishes and stains which off-gas and make hangers uncompostable.

NOT COMPOSTABLE - Volatile spray coatings and stains off-gas into clothing. These coatings prevent all wood hangers from being compostable or recyclable.



NOT SUSTAINABLE - Most wood hangers use nonFSC certified wood. Inexpensive wood comes from many disreputable sources. Wood is from trees which could have been clear cut or from illegal origins.

100% LANDFILL RATE - A staggering 100% of all wood and bamboo hangers will end up in landfills. Wood hangers take over 100 years to break down in a landfill, longer than even wire hangers. Wood hangers take up more space in a landfill than plastic or wire hangers.

WOOD HANGERS = TREES - Wood hangers require logging of trees for their material. 13 million hectares of forest is lost every year to illegal logging.



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The Cost of **BUSINESS AS USUAL**

FACT: Over 8 billion retail hangers are landfilled every year.

FACT: 8 billion hangers would fill 4.6 Empire State Buildings.



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The Incredible **DITTO DISPLAY**

NEW + ECOLOGICAL: DITTO PAPER DISPLAY

100% RECYCLED MATERIAL -
100% Recycled Paperboard,
minimum PCW content of 70%.

BRANDABLE - Powerful market-
ing tool for reconnecting to
customers. Can be laminated
with colored paper.

ENHANCED CUSTOMER EXPERIENCE -
Customers react
positively when
shopping in stores
using Ditto Displays.
It's because Ditto
makes sense.

100% NON TOXIC -
Only uses starch-
based adhesives and
soy-based inks. Cer-
tified no formalde-
hyde, chlorine or
heavy metals..



100% RECYCLABLE -
Is recyclable at any
store with cardboard
boxes or given to
customer to take
home, where it can
be recycled there.

CUSTOMER APPROVED - Cus-
tomers use terms
like "love", "bril-
liant", "smart" and
"genius" when
describing Ditto
Displays.

VISUAL MERCHANDISING TOOL - Works
with store design rather than fighting
it. Can be designed to fit perfectly in
any store theme or aesthetic.



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SHIFTS



closed



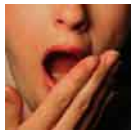
transparent



store



place



boring



exploratory



uninspired



passionate



soulless



connected



forced



authentic

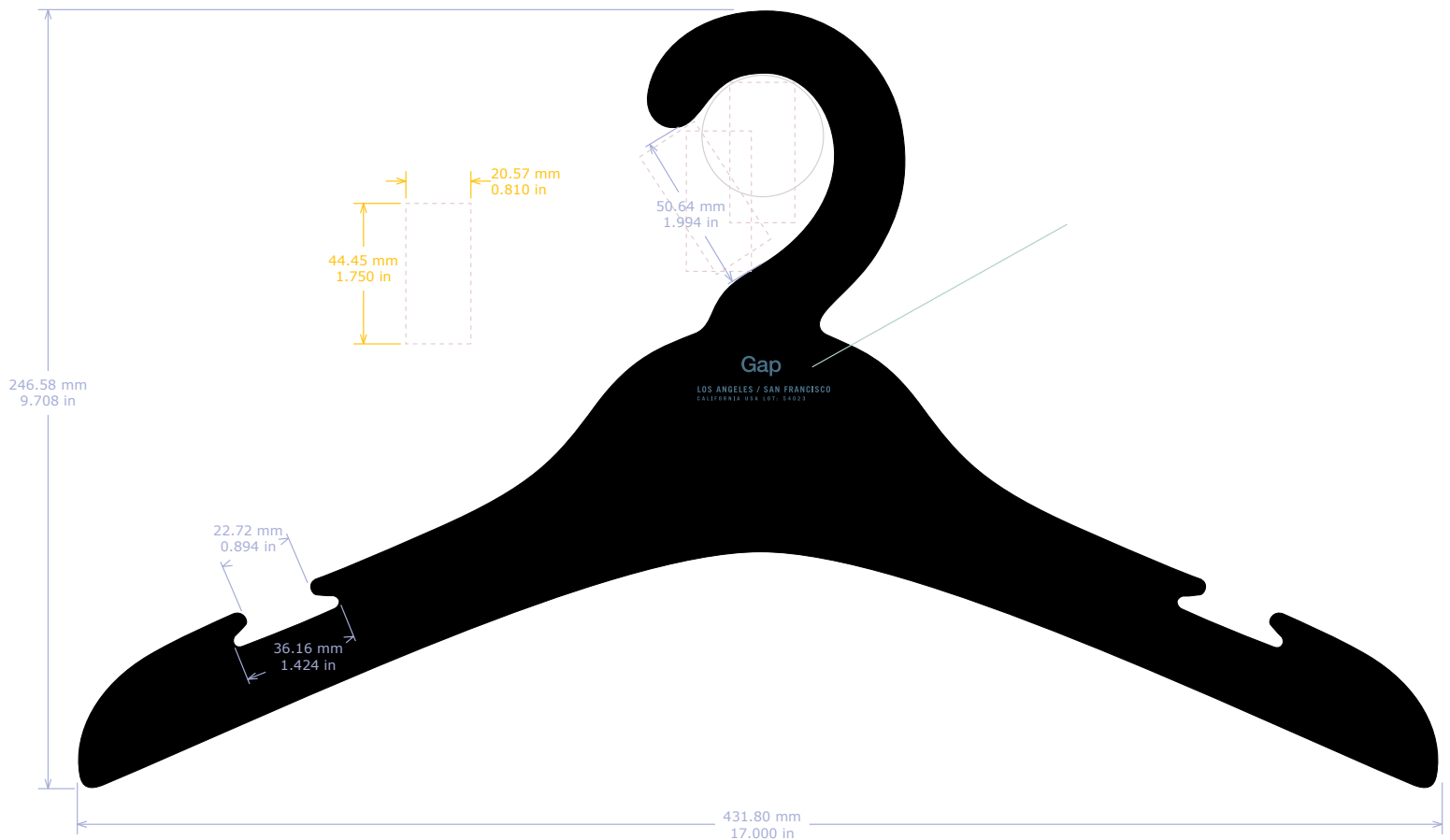


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SIMPLE/TRANSPARENT/GENUINE



Geometric forms give this design a sophisticated and refined overall look. The graphic look and black laminated paper presents the garments simply and elegantly. The varnished GAP logo lends a very subtle touch only available with paper.edge.

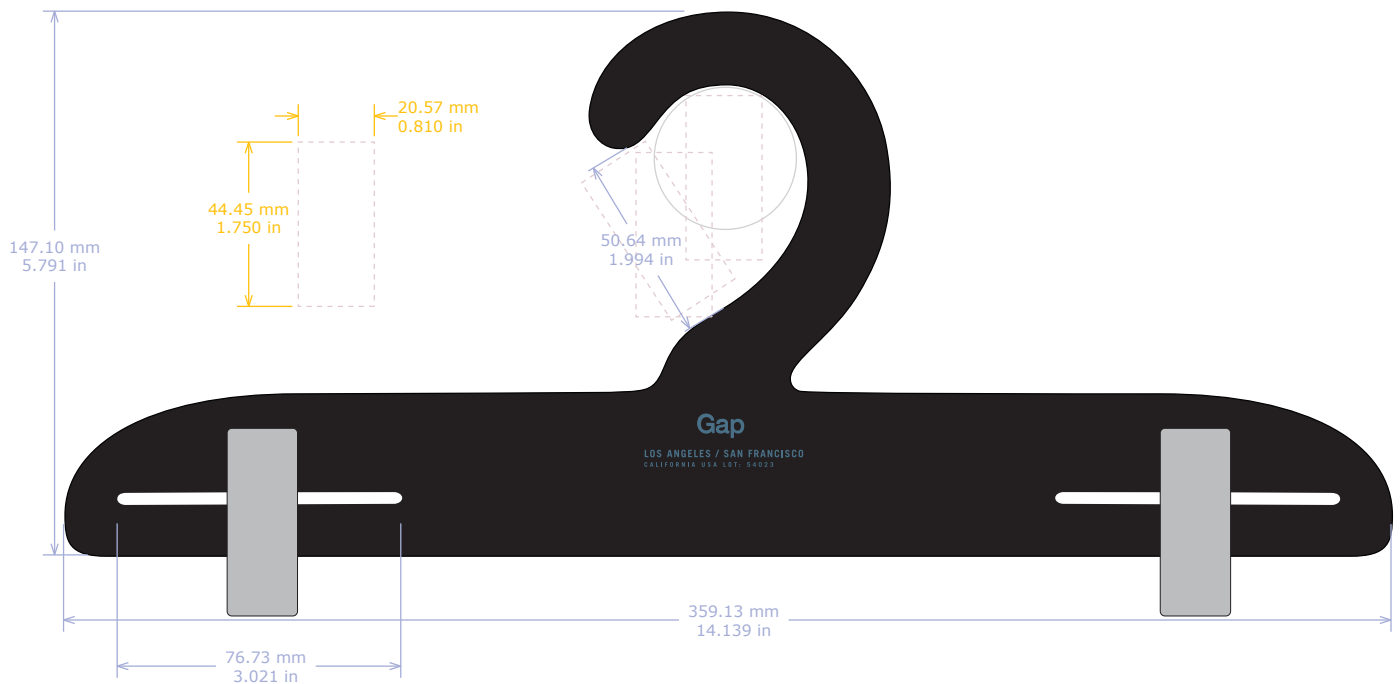


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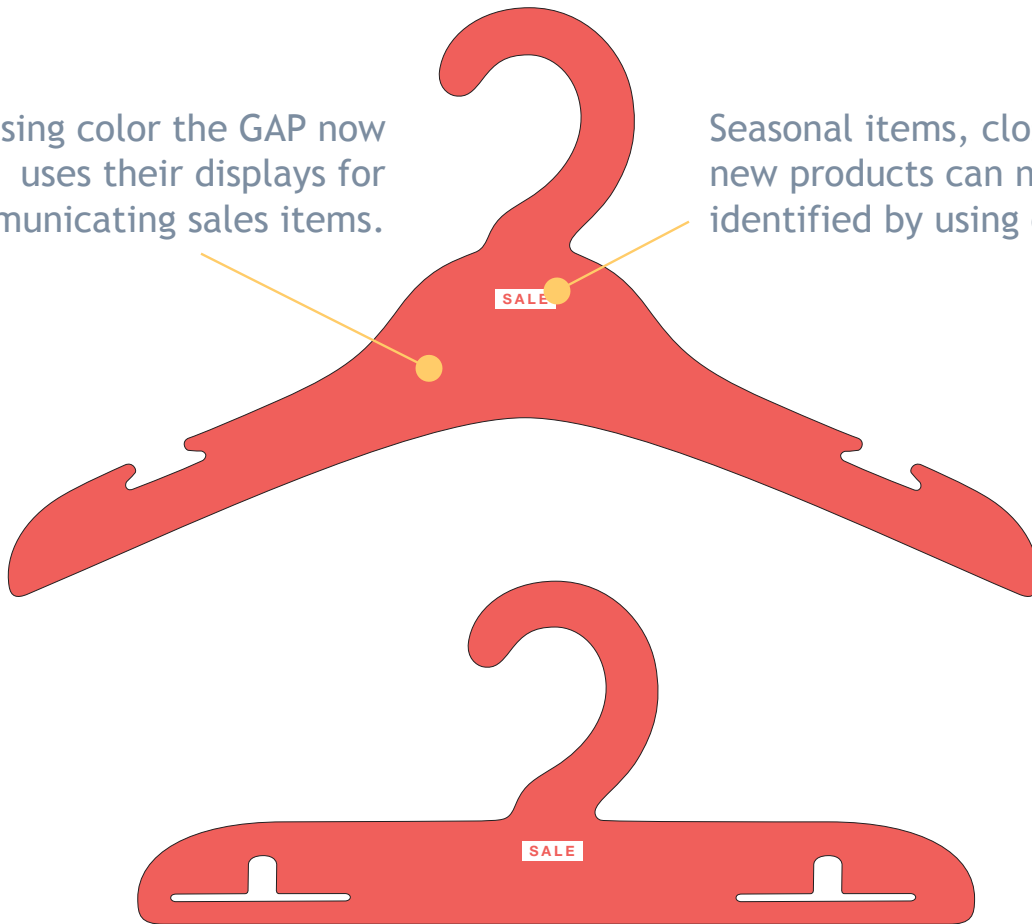
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COMMUNICATING - SIMPLY

By using color the GAP now uses their displays for communicating sales items.

Seasonal items, closeouts, and new products can now be identified by using color and



Connecting with customers isn't all about loud signs and arrows. It can be simple and immediate. Displays can do more than simply defying gravity. They communicate and connect.



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The Store Platform / **GLENDALE**

COMMUNICATING / WE CARE



Subtle messages say a lot. Doing rather than lecturing. Now every garment speaks in new and different ways: expressively. It's a language like none other

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Who Needs to be **INVOLVED?**

Ditto's Displays benefit a wide range of company departments beyond the hanger buyer. We work closely with your design team to create Displays that compliment and communicate your brand.



1/HANGER PROCUREMENT

PLUSES: Displays that work in store and GOH



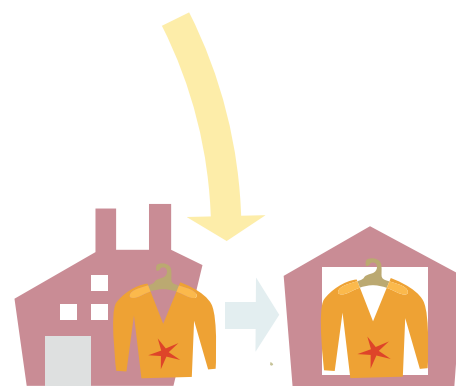
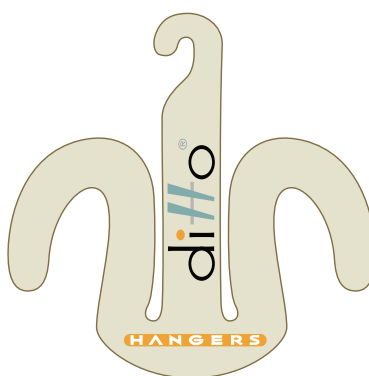
2/MARKETING

PLUSES: Branding and campaign add-ons.



5/SUSTAINABILITY

PLUSES: Aligns with CSR reports and contributes to LEED rating



3/LOGISTICS

PLUSES: GOH Systems, Shipping, Warehousing



4/STORE DESIGNER/ VIS. MERCHANDISING

PLUSES: Displays compliment design aesthetics of store design and contributes to LEED rating.



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Our CLIENTS

Reebok/
RBK hockey



GAP
/Outlet



Acorn
/Slippers



h2/hotel



Adidas/SLVR



Hydraulic
/Jeans



Maggies
/Organics



GAP
/Stores



O'Neill
/Lycra



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At Ditto, our core mission is to bring ecologically intelligent and highly designed displays for the hard-working retail environment.

In short we connect retail companies to their customers.



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Ditto Sustainable Brand Solutions/ USA

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