

<https://www.thenorthface.com/shop/equipment-backpacks-womens-backpacks/womens-jester-nf0a3kv8?variationId=BTD#hero=0>

<https://www.ebay.com/p/The-North-Face-Jester-Backpack-Laptop-Sleeve-chj4-Mid-Grey-Dark-Heather/9018852386?iid=132851317648&var=43215323670>

<https://www.contrado.co.uk/blog/what-is-polyester-a-closer-look-into-this-love-it-or-hate-it-fabric/>

<https://www.sourcify.com/all-you-need-to-know-about-manufacturing-in-vietnam/>

<https://www.slideshare.net/gracecheung/brand-analysis-the-north-face>

Infographic goes from extraction to disposal

#### Extraction

- Made entirely of Polyester
- 600D Polyester Emboss, 600D Polyester Print, 300D Heather Polyester
- Imported from somewhere??
- Polyester is a synthetic man-made polymer made by mixing ethylene glycol and terephthalic acid
- Essentially a kind of plastic
- When first made, it was advertised as “*a miracle fibre that can be worn for 68 days straight without ironing, and still look presentable,*”
- Very durable, resistant to shrinking and stretching
- Dries quickly so is often used for outdoor wear
- Main disadvantages are: doesn't breathe, highly flammable, not compostable so there is debate about how bad it is for the environment

#### Production

- Northface statement: We're committed to improving the environmental performance of our products through materials and manufacturing innovations. As we work to increase our usage of recycled fabric, especially recycled polyester, we provide a market solution for a growing problem - used water and soda bottles. Reusing materials already in existence helps us reduce our dependence on fossil fuels. In addition, recycled polyester has a lower impact on air and water resources than virgin polyester.
- Through our parent company VF Corporation's global supply chain and compliance structure, we audit new suppliers to ensure that they meet our standards and we inspect

all of our direct suppliers at least annually. In addition to social compliance, our conventional factory audit also addresses environmental concerns. We expect our manufacturing facilities to meet all applicable laws and regulations and to employ procedures that minimize air emissions, waste, energy and water use, and other significant environmental risks.

-Produced in Vietnam

-Very fast growing economy

-Constant GDP growth rates of 6.4% on average since 2000

-More brands move their production to Vietnam due to lower labor costs and opportunities for business growth, which makes garment production more economical compared to some other countries in the region.

-Labor cost is one of the main reasons why foreign businesses invest in Vietnam

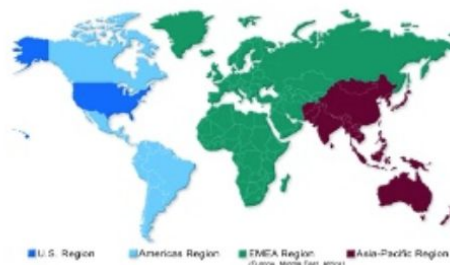
-65% of all Vietnamese are younger than 40 years which creates a high supply of young workers. While the education system is still not as competitive as it should be, the OM observes that young Vietnamese people are quick in adopting new technologies and the latest changes, which makes the onboarding and training process of new staff relatively easy.

## Distribution

The brand is sold through retailers in all channels of distribution from mass to department to special retailers in USA and in international markets. TNF products are distributed in specialty sporting goods stores in North and South America, Europe and Asia, throughout more than 250 namesake stores operated by third parties in Europe and Asia, some 50 company-owned European and US outlets and on the internet. The company sells the products directly to consumer over the website and other online partners.

Of the company's total revenues, 30% are in international markets, primarily in Asia and 17% are direct-to-consumer through TNF-operated retail stores and e-commerce sites (which includes stores and internet sites in international markets).

Today, 16% of the products sold are manufactured in TNF-owned facilities and 84% are products obtained from contractors, primarily in Asia. A combination of TNF-owned and contracted production from different geographic regions provides flexibility and a competitive advantage in their product sourcing.



F.8. TNF channel of distribution and production plants.



### Consumption

- Northface is a very popular and reputable company
- Backpacks are used for many reasons: students, hikers...etc.
- This backpack has a 4.7 rating with 639 reviews
- 95% of reviewers said they would recommend the product
- Northface delivers all around the world

### Disposal

Since the north face does make a point to use recycled polyester, the backpack could theoretically be turned into something else or recycled, many probably just get thrown out

recycled polyester has a lower impact on air and water resources than virgin polyester.