

Do Australians really care about sustainability?

New research has shown that both consumers and retailers haven't quite jumped onto the sustainability bandwagon yet

While consumers believe they are highly informed about sustainability, they are not willing to pay for it. Retailers on the other hand haven't shown many initiatives when it comes to sustainable products and practices. Additionally, the recent Covid-19 pandemic has made the willingness to be sustainable and buy sustainable products even less appealing.

Says Power Retail managing director, Grant Arnott. "Retailers need to understand that sustainability is not for optics, it's a brand imperative. Unfortunately, consumers are unprepared to pay for it at this stage, yet their expectations remain high." Due to Covid-19, sustainability will take a further back seat in priorities, as retailers are going to be seriously challenged with thinner margins and falling profits. However, retailers need to adopt initiatives now and eat into those already thin margins. It's no longer an option." Arnott says that consumers are



demanding it more and more, and this might ensure future commercial success for retailers who make sustainability a priority. "I also believe there are several key take-outs from our time in isolation, as we can now see that we can exist without a heavy drain on the environment. So, when 'normality' resumes, retailers should be looking to incorporate cost-effective, 'low touch'

strategies e.g. click and collect, reducing frequency of delivery, and the like."

The research shows 84% of shoppers expect brands and retailers to have sustainable practices, but only 55% believe retailers are trying to reduce plastic waste. This is a clear gap in expectations. Also, 49% of shoppers would pay more for 'sustainable' packaging, but only 27% are willing to pay for 'biodegradable' packaging. Only 2% shoppers prefer online over physical stores because they are closer to carbon neutral. They

still very much value elements like pricing and speed, over environmental factors. This research not only provides online retailers with actionable insights on sustainability, it shows the critical gap in perceptions and actions. "For retailers at the beginning of their journey, a few suggestions include looking at relevant B-Corp requirements, introducing biodegradable packaging, minimising their carbon

footprint by reducing returns, avoiding excess packaging, introducing click and collect and being mindful of internal wastage. Whilst it may not seem it on the surface, these points will and are becoming a real USP for retailers who implement them. ■

Source: *Giftguide Online Australia*

Covid-19 creates new opportunities for small businesses

Many businesses have had to improvise and create new revenue streams during the height of the Covid-19 pandemic. However, now that restrictions are eased and consumers are starting to visit stores and shopping centres again, it is to be seen if businesses



go back to their old ways (and products) or continue with the new ranges that have helped them through this very tough time. For some, there has been a silver lining amidst the retail downturn,

paving the way for a new look website as well as new products. Some launched fabric face masks and dry skin relief products in a natural, soothing product suitable for the entire family. Businesses are mindful that their resellers are also going through challenging times so whilst it was important to build sales online due to retail closures, it was equally critical not to detract from wholesaler focus. ■

Source: Giftguide Online Australia

Survey: Consumers ready to treat themselves, open to new products

Consumers believe new shopping behaviors they've adopted during the pandemic will become a part of their routine in the future, according to new data collected by Valassis Research, USA. Based on responses from 1,000 consumers, the research finds consumers still have an appetite to shop - despite the COVID-19 pandemic. In fact, 36% have made an impulse purchase based on an advertisement since the pandemic began, and 65% said they'll make an unplanned purchase to treat themselves in the next month. Consumers have had to change the way they live and shop over the last few months, creating, for some, pent-up demand for novelty and discovery. Key findings of the survey:

- 76% enjoy discovering new products based on deals they receive from brands. 53% have tried a new grocery store, 52% have tried a new restaurant and 49% have tried a new retailer since the pandemic began.
- Across all three categories, the biggest driver for trying a new establishment was an offer, discount or deal.
- 46% are paying more attention to advertisements offering promotions and deals now compared to before the pandemic

began, with 18- to 24-year-olds (52%) and 25- to 34-year-olds (50%) even more closely tuned in.

- Key influencers : 22% said social media - including 41% of 18-24-year-olds and 34% of 25- to 34-year-olds. Digital online advertisements and offers received in the mail had about the same level of influence on purchases, at 22% and 23% respectively, reinforcing the need for an omnichannel approach.
- 65% are looking forward to shopping summer sales/promos. Consumers noted they plan to shop online (26%), in-store (19%) or both (20%) for summer sales and promotions.

While saving money is top of mind, many consumers are looking to discover new products. Connecting the dots between shifting behaviour, purchase motivations and preferred ways of engaging will enable marketers to use this consumer desire for novelty to make a real brand connection. ■

Source: Home Textiles Today

Pantone highlights 9 Fashion, Home + Interiors colour palettes for 2021

Tapping into terracotta and beyond

Experts at Pantone have highlighted nine Pantone Fashion, Home + Interiors colour palettes for 2021. Laurie Pressman, vice president of the Pantone Color Institute, recently shared the 2021 colour palettes that would have been displayed in the 2020 Chicago-based International Homewares Association trade show. Here are the nine Pantone Fashion, Home + Interiors colour palettes for 2021.

FOLKLORIC draws upon rustic textures and speaks to the poetry of pre-tech life and long-forgotten traditions. It combines woody textures with the rich colours of deep-dyed yarns. It speaks to the mythic, genuine authenticity and new forms of folk art. **Focus on handmade, crafts in surface, materials, patterns and styles.**

TERRA COTTA reflects the natural baked earth and the need for warmth in nature essential to humankind. Its rustic inspiration is casually convivial. It relates to concern for the environment and sustainable practices. **Terra Cotta embraces natural fibers, crafts and the support of local artisans.** Pantone feels strongly about its popularity for 2021, because it is well grounded, as people seek warmth and the enduring values especially in these times.

COMPOSED orchestrates a blended harmony of neutrals and pastels with cool greys or tones of darker blues. **The balanced classics are timeless colours that bring us together.** It's a relaxed, comfortable palette that blurs genders with colours that appeal to males or females. The clean and simple contemporary styling is easy to live with as balance is the key message. Product selection conveys calm sophistication.

VIVIFY represents a completely different side of the palette: positivity and cheerfulness in a fresh new modernity. Since colour influences how you feel, Vivify stimulates happiness and puts a smile on your face. **It conveys a youthful, upbeat spirit in sunny colours with contrasts of black and white.** These colours and textures stand out from the others.

SYNERGY is immersed in nature—**peaceful, quiet and harmonious.** Its nurturing, healing heartbeat includes soft colours in moderation from yellow greens to blue greens. It expresses collaboration and a minimalist inspiration, yet can allow some

drama, as nature does. Think spa colours and an atmosphere that inspires you to take a deep breath and calm down.

QUIXOTIC speaks of multi-cultural influences of art and fashion. A new sophistication based on adventurous tonal combinations, Quixotic **appeals to intrigue and complexity** with strong orange-toned reds with blues and black accents in jagged patterns and quirky splashes.

POLYCHROME is a complex palette with novel combinations of similar colours. It draws from global historic architecture with intricate patterning and details. This **palette challenges merchandisers to be original and bold in contrasting colours** to create the mood for consumers. Mix up the products to reveal the textures in wood, ceramic, glass, fabrics and plastics in shapes that can be sleek and curved or angular and jagged. Products in purple, pink, mustard yellows and rust browns are accented with soft blue tones.

GALAXY looks to the stars. Our fascination with orbiting in outer space, light and technology is expressed in metallic finishes and blends. **Galactic inspiration appears in dramatic contrasts** of light and dark—gold, silver, blues and purples as stars streak across the dark skies. Glistening products in shiny finishes and icy colours.

Colour of the Year: Classic Blue is a foundational shade for the home furnishings market. It can work by itself or transform a space. This updated classic is easy to work with and can go in many directions—contemporary, country or traditional. A universally loved colour, it is seasonless and projects confidence, connection and calm. When everything in life is moving so fast, we reach for stability, longevity and dependability. We need this colour more than ever. **Find shades that comfort us** and that can provide the base we build upon. **Look beyond the obvious** gain a new perspective and engage with others. Classic Blue works on its own and enables colours throughout the spectrum. Classic Blue is a pervasive favourite for home products whose finishes and textures can fit for any room of the home. ■

Source: Tableware International

Target's new sustainable home brand launches

Encompasses bedding, bath and home fragrance

Target is launching a bedding and bath collection constructed from natural, sustainable and comfortable materials with the tag line Casaluna - "Where calm and comfort are naturally home" - checks the boxes for the stressed, stay-at-home pandemic era. Bedding is designed to create a sleep sanctuary while bath is positioned to foster the daily wind-down routine.

Seven sheet constructions provide the foundation for the bedding: Oeko-Tex certified 100% linen, washed Supima cotton, sateen, percale, lyocell, jersey and temperature regulating. Top-of-bed components encompass 100% linen duvet sets, a linen blend quilt and a cashmere blend quilt as well as a chunky knit blanket and a chunky knit throw.

Basic bedding in the collection includes down alternative pillows, a foam pillow, a cooling bed pillow, duvet inserts, mattress toppers and pads. There are five bath towel offerings: GOTS-certified organic cotton bath towels, Oeko-Tex certified cotton/modal bath towels, waffle weave bath towels, 100% linen and a flat weave cotton. Bath also includes bath rugs and mats and an all-cotton shower curtain.

The Casaluna debuts as a solid-color collection across the board

in a neutral palette of white/sand, washing black, clay and sky. Home fragrances round out the collection. ■ Source: HTT

Saptrangi

MINISTRY OF MICRO, SMALL & MEDIUM ENTERPRISES
GOVERNMENT OF INDIA

7 Highlights of the MSME/Udyam Registration Portal: A Saptrangi Beginning!

1. This portal opens with the URL <https://udyamregistration.gov.in>
other domains as below will also be diverted to the above:
<https://msmeregistration.gov.in> • <https://udyam.gov.in>
[Udyamregistration.co.in](https://udyamregistration.co.in) • [Udyamregistration.biz](https://udyamregistration.biz)
[Udyamregistration.com](https://udyamregistration.com) • [Udyamregistration.in](https://udyamregistration.in)
[Udyamregistration.org](https://udyamregistration.org) • [Udyamregistration.info](https://udyamregistration.info)
2. The entire registration process is online & without any paper, proof or document. Full integration with Government data bases has been done;
3. It has options where:
 - a. Udyam Registration will happen with Aadhaar & PAN validation on real time basis.
 - b. Old Udyog Aadhaar Memorandum can be upgraded to Udyam Registration by verifying/seeding the PAN here online.
4. This portal will have integration with GeM – Government e-Market Place & CPPP – Central Public Procurement Portal & various other State Governments portals to give MSMEs the access to their Market Place, e-Tender process and other Benefits and Services.
5. Udyam Registration will also help you in dealing with Delayed MSME Payments because of its integration with TReDS & our SAMADHAAN Portal.
6. Each udyam registration certificate will have a dynamic & different QR code through which the exact web page of the concerned MSME can be accessed on our portal. This will bring ease of doing business.
7. Various other Schemes & benefits of Ministry of MSME can be accessed through Udyam Registration Number itself.

Come, register and be an MSME.
We will help you to become a CHAMPION!

BUILD THE ENTERPRISE OF YOUR DREAMS

Bed Bath & Beyond to eliminate millions of vendor orders

Q1 net loss narrows

Bed Bath & Beyond is to streamline its store-by-store ordering process and reduce its physical footprint as part of a gradual recovery strategy. During the company's first quarter conference call, executives outlined a number of initiatives the company is implementing to turn around the business. Roughly 50% of the stores that have reopened since the pandemic shutdown are coming flat to last year or with a slight improvement, according to company president and CEO Mark Tritton. Overall, store sales are down roughly 25% since reopening. "What's nice against that as those sales climb inside the stores, we're still seeing strength in our digital channel that is not changing," he said.

During the first quarter, the company attracted more than 200 million visits across its digital brands, a more than 35% increase compared to last year's Q1. "We also had in excess of 500,000 downloads of our Bed Bath & Beyond mobile app across Apple and Google Play stores, which contributed to a strong revenue demand from our mobile channel, which is up 134% compared to last year," said Joe Hartsig, the company's chief merchandising officer and president of Harmon Stores.

Other key takeaways : Nearly 40% of online orders were placed by customers who had not previously ordered online from Bed Bath & Beyond. More than 10% of them were also completely new to Bed Bath & Beyond. The company plans to close approximately 200 mostly Bed Bath & Beyond stores over the

next two years under its store network optimization project.

Bed Bath & Beyond plans to drastically reduce, by the millions, the number of annual vendor purchase orders it creates, which have traditionally been store-by-store purchase orders. Next year, BBB will launch several house brands across multiple categories. Hartsig said the company is negotiating improved cost and terms from suppliers to increase its competitiveness.

In the early days of the COVID-19 pandemic, sales of water filtration systems, cleaning and home care spiked as consumers focused on essentials. The baby and toddler categories performed well online throughout the quarter, peaking in April as the company accelerated its use of BOPIS (buy online pick-up in store) and curbside pickup.

"In May, as customer behavior turned more inwards to providing comfort and enjoyment in the home, we saw strength in our bedding category beginning to grow, driven by basic sheets, pillows and comforters," said Hartsig. "As we commenced store re-openings in late May and early June, we have seen the excitement in our customers looking to shop our total store across the board again." For the quarter ended June 1, sales tumbled 49% to \$1.3 billion. Digital sales jumped 82% and represented nearly two-thirds of first quarter sales. Net loss shrank to \$302.2 million, or \$2.44 per diluted share, from a net loss of \$371.1 million, or \$2.91 per diluted share in the year-ago quarter. ■ *Source:HTT*

CBIC issues Circular on use of Social Media for reaching out to taxpayers/stakeholders for trade facilitation

Copy of Circular 01/2020

All importers, Exporters, Customs Brokers, PGAs, members of trade, other stakeholders and field formations are informed that, in this dynamic environment and testing times of COVID 19 there is a need to devise new strategies for taxpayer facilitation and outreach. Social Media such as Facebook and Twitter is an important tool for reaching out to stakeholders and should be extensively used.

2. Therefore, it is advised/requested to all taxpayers/stakeholders and field formations to follow the below mentioned CBIC Facebook page and Twitter handle regularly so that content is further disseminated to taxpayers for awareness.

Link to Facebook - <https://www.facebook.com/cbicindia/>

Link to Twitter - https://twitter.com/cbic_india/status/1278159450390446080?s=21