






CONFIDENTIAL - DO NOT DISTRIBUTE

Strategic Integration, LLC

Beyond The Bag - Initiative Evaluation Criteria

Internal Version:
2020.10.01-V4.5

Criteria Match - Our POV
We Match This Criteria 20% Less
We Match This Criteria 70%
We Match This Criteria 100%
Our Approach - Does not impact This Area

Category	Criteria Title	Criteria Notes	SI Solution	Criteria Match
 People	The solution seeks to maintain the convenience, efficiency and effectiveness of the single-use plastic bag for customers and retail employees alike	Customer Performance	<p>The solution is designed to delight the customer and enhances or maintains the customer experience compared to existing solutions. The solution will also meet the highest performance standards for its type – including supporting a weight of 17 to 22 pounds for a total distance of 125 feet.</p> <p>Strategic Integration's "Omni-Bags®" elevate the ordinary bag experience while meeting highest performance standards.</p> <p>Omni-Bags:</p> <ol style="list-style-type: none"> 1. Drive significant consumer excitement and value. 2. Enables and extends value to digital and other consumer offers/values - extending beyond retail and the physical bag. 3. SI's Omni-Bags use existing bag and packaging variations 4. All SI's Omni-Bag programs are designed on a retail-specific and partner-specific criteria - meeting all operational and governance guidelines including external government criteria. 	
		Retailer Performance	<p>The solution seeks to integrate into retailer environments and maintain or enhance the employee experience by supporting safe and efficient workflows and adding value (e.g. process flow, marketing, foot traffic).</p> <p>SI's Omni-Bag Approach:</p> <ol style="list-style-type: none"> 1. Our Omni-Bags work seamlessly with current operations, and are adaptable to future changes and/or configurations. 2. Our program designs are integrated. The integrations are customized to harness opportunities for retail customers, associated partnerships, members, and even crew incentives where applicable. 3. Our Omni-Bags offer connectivity with higher-profile marketing and promotional programs. 	
		Accessibility and Inclusivity	<p>The solution is considerate of the abilities and ages of all customers and employees</p> <p>Strategic-Integration's programs will be tailored to meet the needs of everyone, regardless of circumstance.</p>	
		Health and Safety	<p>The solution must consider human health and safety, and be in compliance with all local, state and federal regulations in their country of origin and with a plan to meet U.S. regulations. Review our Additional Resources to help you get started.</p> <p>SI programs operate in alignment with retailer and brand partners and comply to requirements established by these partners</p> <p>We operate in compliance with all government regulations, in all phases of development and implementation.</p>	

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Category	Criteria Title	Criteria Notes	SI Solution	
 Business	The solution seeks to create realizable long-term value for retailers in a wide variety of environments in the North American market.	Feasibility The solution is technically realizable and offers an attainable path forward towards broad implementation and adoption.	Omni-Bag Solutions have been piloted and implemented in the market with major retail and brand partners. They are designed developed to scale in conjunction with global capacities and retail/market needs	
		Viability The solution creates sufficient value for the retailer (e.g. operational flow, costs, sustainability, marketing, brand-value) to cover operational costs and necessary capital investments	Our programs implement proprietary models specifically designed to offer the greatest value to our retail customers. They offer new and incremental value and growth opportunities and have shown high ROI for partners. Our development methods, experience and relationships lower capital investment needs. Our approach can be self funding.	
		Adaptability The solution is designed for near-term commercial viability, and also is adaptable to the rapidly changing infrastructure, technology — such as self-checkout — and policy of tomorrow	Available now! Our approach is perfectly timed for a scaled release and driving a wide range of market benefits including the reduction of new bags expected to be manufactured overtime.	
		Marketplace The solution is viable in a wide range of retail environments in North America, but may originate from global markets. The solution can be designed for broad implementation OR it can consider a regional marketplace approach that is scalable long-term	Our methods are designed to be implemented from a micro-local to regional, national, and global. Our solutions are designed SPECIFICALLY to be adaptable to local and regional markets as the case may be. We have several examples that illustrate the flexible and scalable implementation. This is a significant feature of our platform and the integrated nature of our platform that makes it viable as an on-going program internal partners and external partners can rely on the delivery of value.	

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Category		Criteria Title	Criteria Notes	SI Solution	Can Applicant Does Not Meet This Criteria
<div></div> <div>Planet</div>	The solution seeks to operate within a circular system and lessen or eliminate environmental and social harm in its sourcing, production, useful life and end-of-life.	Sourcing and Production	The solution uses sustainably and ethically sourced materials (whether virgin and/or recaptured materials), is non-toxic and minimizes harmful impact (e.g. significant water, energy use, GHG emissions) in manufacturing. Third-party certifications and/or supporting documentation to support material claims are preferred, but not required.	We use existing Sourcing and Production matching retailer and brand requirements. 1) We use existing shopping bags and transform them into a advertising and engagement platform. 2) Our program structures are designed to offer a wide range of media and content partnerships, higher quality customer engagement and upgraded reusable bags, bags that can be reused 100x times to existing industry standards for reuse. Our programs motivate reuse, and with 3rd party funding and consumer interest - drive re-use, and promote reuse, recycling and motivate consumer behavior to reuse or recycle. Each time an Omni-Bag is reused a new bag is eliminated and overall new plastic bag manufacturing is reduced. We are a platform that as successful reduces our own platform, but increase value through extended engagement with consumers through the platform	<div></div>
		Use	The solution seeks to minimize harmful outputs (e.g. GHG emissions, toxins, microplastics) during use and where possible be reusable.	Each Omni-Bag deployed increases value and decreases the need for new plastic bags in the future. We offer a value based and reward based opportunity for consumers to reuse their Omni-Bag, any small or moderate % use of Omni-Bags over time has a direct impact on reducing new volumes of single use plastic bags and a culture of waste cycle.	<div></div>
		Recoverable	The solution seeks to enable the recovery of raw materials at their highest possible value across multiple relevant infrastructure systems (e.g. reuse, recycle, compost) while not adding to contamination. The solution has the potential to be separated via a joint collection stream into the relevant end-of-life path (e.g. reuse, recycle, compost), and consideration should be given to any required infrastructure changes needed to enable recovery.	Our programs promote reuse, recycle and provide mechanics to drive motivation, tracking and rewarding reuse. We design programs to increase awareness on how to reuse, recycle and compost as part of the communications efforts tied to our programs with partners.	<div></div>