

Shorr Enables Energy Infrastructure Manufacturer to Reduce Emissions by 85%

shorr

CASE STUDY



- +** An energy infrastructure manufacturer wanted to reduce the amount of plastic waste generated at their job site from nylon cable ties used in their products. As a long-term partner, they trusted Shorr's expertise in identifying a sustainable alternative that aligned with their goals without compromising product performance.
- +** Shorr conducted a detailed analysis of the product volume, current material usage, and application requirements. Our data-driven approach revealed not only an opportunity to reduce their annual plastic waste but also to reduce their annual carbon emissions (associated with the millions of nylon cables used annually) by 85%. Shorr's solution fundamentally advanced the manufacturers' broader sustainability objectives backed by tangible data.

Shorr's Approach

Customer Challenge

The manufacturer produces about 3 million nylon cable ties, generating 60,000 kg of plastic waste annually.

The Solution

Shorr helped them switch to FibreStrap, a sustainable solution that will now reduce their carbon emissions associated with this product line by 85% annually and avoids 750 cubic ft of waste in landfills.

The Impact

ANNUAL SAVINGS THROUGH PURCHASE OF SUSTAINABLE PRODUCT

8,400,000 GALLONS OF WATER

750 CUBIC FEET OF LAND FILL WASTE AVOIDED

180 TONS OF WASTE RECYCLED (EMISSIONS)

9,000 WATER BOTTLES (EMISSIONS)

1.2 YEARS OF ELECTRICITY FOR AVG. AMERICAN HOME

9,000 KG OF CO₂

See why Shorr is the ideal partner for energy infrastructure manufacturers

Shorr's expertise and data-driven approach provided measurable environmental impacts.



Shorr's product analysis and supply chain expertise helped reduce material volume by 33%.

The manufacturer faced challenges with accessing a true plastic-free, paper-based cable tie supplier. Shorr conducted a thorough analysis of their current material usage and product volumes to examine scaling opportunities. Shorr's Sustainability Program Manager recommended a unique sustainable alternative, FibreStrap, allowing the manufacturer to reduce material usage by 33%. Additionally, it decreased their lifecycle emissions created by nylon cable ties from 60,000 to 9,000 kg of CO₂e annually. FibreStrap is made of wood fibers that can be recycled rather than thrown in the landfill, which significantly reduced the excessive debris and eliminated plastic material from cable ties on their end-user job sites.

- +** At Shorr, we go beyond providing sustainable packaging solutions; we advocate for sustainable business practices and work to foster a culture of environmental consciousness and stewardship.



Why Energy Infrastructure Manufacturers Choose Shorr?

At Shorr, we focus on actionable steps that eliminate waste and natural resource consumption, innovate customer solutions and products that deliver tangible and measurable impact, and circulate to minimize our customers' and Shorr's environmental footprint.

Proof in the Partnership:

- 85% reduction CO₂e
- 80% water reduction
- 33% material reduction

Shorr's sustainable alternative helped the manufacturer reach a larger sustainability milestone.

Implementing FibreStrap reduces their annual carbon emissions associated with traditional plastic cable ties by 85%. Prior to partnering with Shorr, the manufacturer utilized 3 million nylon cable ties annually, using 10.5 million gallons of water to produce them. With FibreStrap, the water needed to produce alternative cable ties was reduced by 80%, resulting in an annual decrease of 8.4 million gallons of water.

8.4 million gallons of water saved is equivalent to 63.6 million water bottles annually.

Another result of switching to FibreStrap was diverting 180 tons of waste from landfills annually, helping the manufacturer advance key ESG metrics.

**Making the switch
to the sustainable
solution diverts
180 tons of waste
from landfills annually.**



Not only did this solution mitigate waste, but it also transformed their overall environmental impact by reducing water, significantly reducing plastic, and promoting circularity.

- +** Shorr's resources – along with our partnerships with industry leaders – enable us to provide significant value to customers through innovative, customized, and efficient packaging solutions.

Improved End-User Experience

Transitioning to FibreStrap allows the manufacturer to track tangible data while leveraging a reliable, sustainable alternative. In addition to the environmental benefits, this solution improved their end-user experience by streamlining installation and disposal processes.

With You The Whole WaySM

At Shorr, we take a holistic approach to help customers improve their overall supply chain. The energy infrastructure manufacturer benefited from Shorr's value-added services, including sustainability solutions and intellistock, Shorr's vendor-managed inventory system, ensuring inventory availability and accurate forecasting across locations.

“ *This initiative represents a practical, measurable step in reducing the environmental footprint of our operations. We value partnerships that bring innovative, sustainable solutions to the market, and FibreStrap helps us make progress without compromising performance. We are also excited to continue working with Shorr to identify and implement additional sustainability improvements that support our long-term sustainability journey.* **”**

— Packaging Engineer

**If we could do any of this for your organization,
wouldn't that be worth a call? (888) 885-0055**

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With You The Whole WaySM