Zara Marchamalo - Inditex

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226
225

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Location

Marchamalo, Guadalajara, Spain

Certification level

Gold

Percent of Overall Diversion Achieved

95.1%

Facility Size

1,983,261.68 sq. ft.

Project Owner

Inditex

Project Overview

Zara is part of the global fashion retailer Inditex. Its e-commerce logistics centre located in the municipality of Marchamalo, in the province of Guadalajara, Spain, has a total area of 1,983,261.68 sqft. At the logistics center, finished products are received in parcels/boxes, and hanging garments are analyzed and distributed directly to the final customer or to a local network of stores. Inditex is committed to achieving zero waste in global operations by the end of 2023. The company’s goal is that waste is properly collected and managed at its corporate headquarters, logistics centers, factories and stores for potential reuse or recycling. Not only does this challenge involve properly sorting the various materials for treatment and subsequent recycling, but also presents an opportunity to rethink their processes so that they avoid generating waste in the first place and instead maximize the use of those resources in their design, logistics, store and end-of-life operations. An example of this approach is the Green To Pack program implemented by Zara. This program is based on the concepts of the circular economy and sets up standards for the quality of their packaging, extending its useful life and recycling it once it has served its purpose. Zara is raising its standards for the quality of cardboard boxes so they can be reused more times and recycled more easily.

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