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Acorn - casual footwear industry leader - Turns to Ditto Hangers to Reinvigorate its Brand
*Ditto's customizable 100% recyclable hanger communicates Acorn's
sustainability mission in both form and function*

Oakland, CA (November 4, 2010) – Ditto Hangers, maker of the original 100% recyclable paperboard clothes hanger, designed a retail display hanger for Acorn footwear that clearly conveys the New England company's sustainability initiative. Designed to accommodate men's and women's shoes of many sizes, the hangers various seed pod forms visually express the Acorn brand, while each hanger's imprintable paper carries the Acorn logo. In addition, Ditto's hanger solved even bigger problems for Acorn: replacing an existing display product that wasn't easily recyclable, and took up too much space in shipping containers, increasing shipping costs.

“Ditto Hangers' design, the green materials, shape and color are perfect for Acorn,” said Sonya Purington, Acorn Marketing Director. “Putting our slippers on an earth-friendly hanger was natural for us, our brand and our product. We are tremendously pleased with the new hangers – the green design solution works for us.”

Ditto's design team was asked to address several concerns Acorn had regarding the materials and functionality of their hangers. Those hangers were designed with a combination of paper and plastic. Although the hanger performed well, and paper and plastic are both recyclable commodities, when they are combined in a way that is not easily separated, the recyclability goes way down, resulting in an item likely redirected to a landfill.

Additionally, because those hangers couldn't intrinsically carry Acorn's sustainability message, they failed at supporting the brand's positioning.

The solution Ditto was asked to deliver involved both a re-engineering of the functionality of the Acorn hanger – creating a 100% recyclable item – and its ability to unify the packaging, sustainable philosophy and brand across their entire line.

“The result was a stylish paperboard hanger – scalable for several slipper sizes – made out of 100% recycled material that's easily recyclable even in difficult to recycle places like malls and department stores,” said Gary Barker, Ditto Hangers CEO. “And because it is made from paperboard, the new hanger lays flat during shipping, then is assembled at Acorn's factories, which substantially reduced the company's shipping costs.”

The new Ditto design unifies the Acorn brand. Upbeat and modern, the new hangers stake out the Acorn brand even in overcrowded store settings. Simple and easy to understand, the Ditto hangers compliment the Acorn designs and reinforce the company's sustainability message.

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