

# Oriflame: Driving Sustainability in Beauty



## Challenge

Founded in 1957, Oriflame is a global beauty and wellness company based in Sweden serving 60 markets around the world. The company is committed to sustainability, with public goals founded in Respect for Nature, Passion for People and Opportunities for their network of Beauty Consultants.

To make sustainability a reality at Oriflame, the packaging team realized they needed to change the way they were managing specifications. The process was resource intensive, manual and resulted in poor master data management. As a result, team members spent more time chasing data, constantly asking suppliers for documents in static formats. Furthermore, managing thousands of documents in static formats led to lack of agility and even mistakes.

## Solution

In 2016, Oriflame moved to Specright's Specification Data Management™ platform to manage packaging specifications, collaborate with suppliers, and enable reporting for the company's sustainability goals. With Specright, Oriflame uses 45 standard commodity templates to control data quality and can easily share specifications with other departments, track specification statuses and approval, and develop inbound materials.

## Impact

Now, Oriflame uses Specright to collaborate with suppliers in over 30 locations around the world and integrate them into approval and manufacturing processes. This has created traceability & accountability, ensuring every party is on the same page and has access to the right data. Specright has also improved cross-department collaboration and digital approval processes have accelerated packaging development internally. By managing tooling specifications, the team has also identified 200 molds that can be leveraged across products.

Having all the key processes and standards in place, Specright naturally enables Oriflame's sustainability journey. With Specright, their team can evaluate material usage at a component level and track progress towards their 2025 goal of 50% plastic packaging from PCR, bio-based, or other sustainable materials. They will be able to benchmark current products and packaging materials and execute sustainability recommendations directly through Specright.



Specright has helped us facilitate our sustainability goals by giving us the capability to look at things on an article-by-article basis. I can specify any quantity of plastic bottles produced per year and find out what percentage of post-consumer recycled material they contain."

Richard Beckett  
Packaging Project Manager  
Oriflame