



Dear valued reader,

Is sustainability part of your product strategy?

The importance of eco-friendly products and packaging is rapidly outpacing the importance of many other factors in consumer purchasing decisions (including brand name and cost), especially among younger generations of consumers. And retailers themselves are increasingly demanding environmentally-friendly products and sustainable packaging materials from the brands they purchase.

In this month's update, we share [our most recent blog](#) on the growing importance of sustainability in today's market + what that means for retailers. We've also included an [update on China's manufacturing](#) and finally from the **National Retail Federation**, a short clip on [the state of the supply chain](#).

All our best,

Steve and the Flywheel Sourcing team



The Growing Importance of Sustainable, Eco-Friendly Products and Packaging

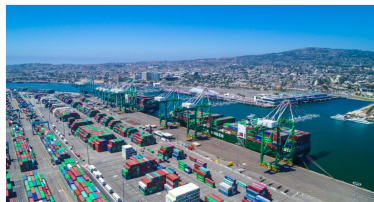
China's Skidding Factory Sector Taps Brakes on Economic Recovery



China's factory activity unexpectedly contracted in April as orders fell and poor domestic demand dragged on the sprawling manufacturing sector, a private survey showed on Thursday, imperiling the broader economic outlook for the second quarter.

[Read the Update from Reuters](#)

The State of the Supply Chain



The **National Retail Federation** recently interviewed *Port of Los Angeles Executive Director Gene Seroka*, on collective bargaining negotiations with unions, de-risking the supply chain, and delivering value to retailers.

[Listen to the Interview Here](#)



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