

Sustainable Packaging

Creating more added value against lower costs

Packaging is an important element of your products. The packaging is one of the most visible signs of your company and it gives information to (potential) clients. It facilitates an efficient logistical process and protects the product from production to the end customer. Nevertheless customers have a negative image of packaging. Your clients have to put much effort towards freeing the product from its packaging. As soon as the product is unpacked, the packing becomes “troublesome” waste, for which your clients sometimes even have to pay to get rid off. That can be improved!

Sustainable Packaging improves the quality perception of your products, it leads to cost reduction of production and for your clients, and it reduces the environmental impact while at the same time complying with regulation. The most effective method for sustainable packaging is to incorporate environmental considerations from the start of the design process. Sustainable packaging stands for the integration of environmental aspects in the design of the product/packaging combination. This means that besides marketing, economic and technical criteria, environmental criteria are also considered. Sustainable packaging analyses the complete life cycle of the product, which results in the improvement of existing packaging, but also in the development of completely new product/packaging combinations.



Legal framework for Sustainable Packaging

Sustainable packaging is mandatory. Since February 2004 the “**EU-directive for packaging and packaging waste**” (2004/12/EG) has taken effect in all EU-member states. It requires that all packaging waste is recycled or put to a useful purpose for at least 50%. In most EU countries producers or importers of packaging or packaged products have to pay for the collection and recycling of packaging waste.

Sustainable procurement

The Dutch Government has set itself a goal to implement sustainable procurement in all transactions from 2010 on. Many leading companies, such as Philips, DAF Trucks, ING and TNT, have sustainability programmes and put new demands on their suppliers. This offers opportunities for suppliers of sustainable products and packaging.

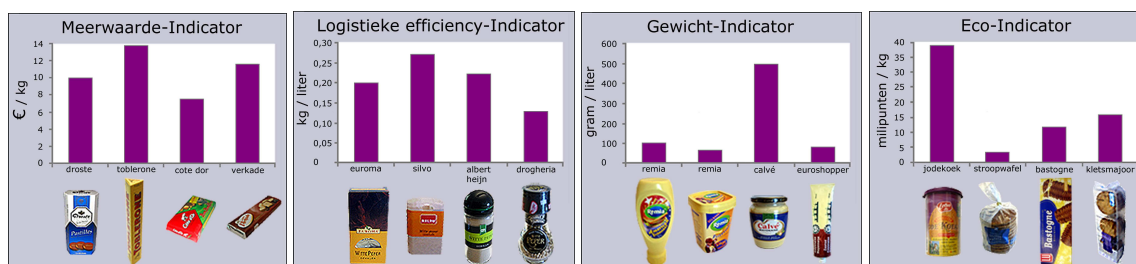
Tool for Optimization of Packaging (TOP)

Partners for Innovation has developed the TOP (Tool for Optimization of Packaging). This tool was developed in cooperation with the Netherlands Packaging Centre (NVC) and a group of twenty companies. The TOP tool allows you to benchmark your product/packaging combination with comparable others. TOP offers directly applicable improvement options for existing packages and moreover gives new ideas and market opportunities. Furthermore TOP can be used to anchor sustainability in the development process.

TOP Scan

The TOP scan compares your (existing) packaging with the main competitors or other concepts on the following 7 parts:

1. Definition of the product/packaging combination
2. Added value indicator
3. Logistic efficiency
4. Heavy metals
5. End-of-life scenario (Reuse, recycling and composting)
6. Material use
7. Environmental impact



Main goal of the TOP scan is to learn how to apply the principles of sustainable packaging practice. The TOP Scan leads to directly applicable improvement options for existing packaging solution and to new ideas for innovative new packaging solutions. Furthermore the TOP Scan can be used to anchor sustainability in the packaging development process.

References

Partners for Innovation has a wide experience in sustainable packaging. Some of our references are: NVC (Netherlands Packaging Centre), VMK (Association Environmental Management of Plastic Packaging), PlasticsEurope, Saint-Gobain Iover, IKEA, Hordijk packaging, Jardin, etc.

More information?

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