

Material Substitution and Reduction



Project Implementation

While redesigning their product range, an IT manufacturer took the opportunity to reduce the size of their standard product pack. At the same time, they removed all plastic so that the pack was made entirely from paper and cardboard, making it easier to recycle.

Benefits of the Project

- Pack made entirely from one material (paper/cardboard)
- Volume of the primary pack reduced
- Weight of the primary pack reduced
- Total packaging weight reduced
- Hundreds of tonnes of primary packaging material savings
- Over 400% increase in the number of units per pallet
- Pallet efficiency increased
- Less pallets used
- Storage space saved
- Tonnes of wood saved

Issues Encountered

Marketing and retail groups needed to be convinced of the benefits of the design change. Marketing needed assurances that sales would not be adversely affected by the reduced shelf space resulting from these changes.

Further Information

For further information see 'Material Considerations' in the 'Guide to Evolving Packaging design' at: <http://www.wrap.org.uk/>

