

CONSIDER SUSTAINABLE DESIGN FOR YOUR NEXT PACKAGE

Talk to our packaging experts about your options

Sustainable packaging isn't just about the materials you chose or the environmental footprint of your manufacturing operation. **There are also design elements that can help you to build brand equity and market your sustainability story.** It can also be the first step toward a design strategy for your entire brand portfolio.

Here are 5 examples of how we've helped customers incorporate sustainable design elements into their packaging.

RIGHT-SIZING

What's the right size for your package? Sometimes you need a lot of packaging for anti-theft reasons (e.g., flash drives) or for perceived value (e.g., potato chips). But not always. Right-sizing is a design strategy that maximizes the space while minimizing the use of materials. Take **Hello Bello's** line of vitamins, for example, where the bottles are just the "right size" for the product. Hello Bello's square bottle design also allows for more product to be placed on a pallet and included in each truckload—saving on fuel and reducing the environmental footprint.



Hello Bello

SUSTAINABILITY



Initiative Foods

NESTING

The classic nesting design is the Russian doll, where each figurine literally nests into the next. In the packaging context, having a cup that nests allows you to fit more product in a box or on a pallet. This means, for example, that you will expend less energy in shipping materials from your supplier to your filling site.



Drink Blocks

STACKING

Like nesting, stacking products allows you to fit more product on a pallet—equal to fewer truckloads and a smaller carbon footprint. For **Drink Blocks**, for example, our Design & Engineering team was able to incorporate a sustainable design element into kid-friendly, stackable building blocks.



Prestone

INTEGRATED DESIGN

Integrated design involves thinking about how and whether you can “integrate” multiple elements into a single package. The result minimizes the amount of material you need and the footprint of the product. **Prestone’s** Triple Seal Protection Stop Leak features an all-in-one system in which the ingredients are stored in separate dosing chambers.



Truman

REFILLABLE DESIGN

Refillable packages are designed to be used more than once. Over time, refillable containers typically have lower environmental and economic costs. For **Truman’s** line of household cleaning products, for example, we designed a simple and functional refillable bottle with a replaceable chemical cartridge; once in place, the cleanser is diluted into the water.

Interested in sustainable design? Want to illustrate your sustainability story? Talk to our packaging experts about how design elements can incorporate sustainability into your next product.

Let’s talk packaging.

Call 800-325-7782 or email marketing@tricorbraun.com