

# challenge » solution

## Solutions for packaging reduction—recycled content

### product description

- » Package consists of a clear, printed folding carton for packaging consumer software
- » Weight of plastic in 5 million units is 424,000 lbs (192 tons)

### challenge

- » Provide the same aesthetics, slip & clarity as prime folding carton products with 25% post-consumer recycled content
- » Maintain excellent surface characteristics for printing
- » Minimize natural resources needed to produce the package

### solution

- » Replace traditional APET box grade film with Pentaclear® SmartCycle® S125B PET film, guaranteed to contain a minimum of 25% post-consumer recycled PET soda & water bottles
- » Incorporate SmartCycle® logo into the package graphics to build consumer awareness of recycling & sustainability

### results

- » Incorporates 25% post-consumer recycled content, reducing the use of virgin plastic
- » Diverts 48 tons of plastic or 1.9 million 16-oz PET bottles from the landfill each year
- » Saves 211 barrels of oil versus virgin plastics
- » Drops GHG emissions by 9% over virgin plastic
- » Generates consumer awareness of the value of recycling their used plastic bottles



Results based on 5 million units sold per year

#### source:

Franklin Associates. Partial life cycle environmental profile for nine plastic products. July 2007