

challenge » solution

Solutions for packaging reduction—lightweighting

product description

- » Pellet gum blister package
- » Sales unit = 12 pieces of gum

challenge

- » Optimize material thickness to minimize packaging weight, while maintaining product freshness & consumer appeal
- » Reduce the amount of packaging waste going to landfill



solution

- » Existing package consists of a mono-layer vinyl blister film, heat sealed to aluminum foil & sold in an SBS paperboard sleeve
- » Thickness of the existing vinyl blister film reduced by 15%, while maintaining required levels of moisture barrier

results

- » Uses 15% less plastic for the same number of units
- » Removes 213 tons of packaging waste to landfill
- » Saves enough energy to power 108 single family homes for a year (12,090 GJ)
- » Uses 1,976 fewer barrels of oil per year
- » Reduces greenhouse gas emissions by an amount equivalent to driving 74 passenger cars for a year (405 tons CO₂E)
- » Conserves enough water for 41 people to shower daily for a year (563k gallons)
- » No equipment modifications necessary to achieve savings results

Results based on 684 million units sold per year

sources:

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