

Making Greener Packaging a Reality

Packaging serves many purposes. It helps showcase your products, it provides important information, and it helps sell your product on the retail shelves.

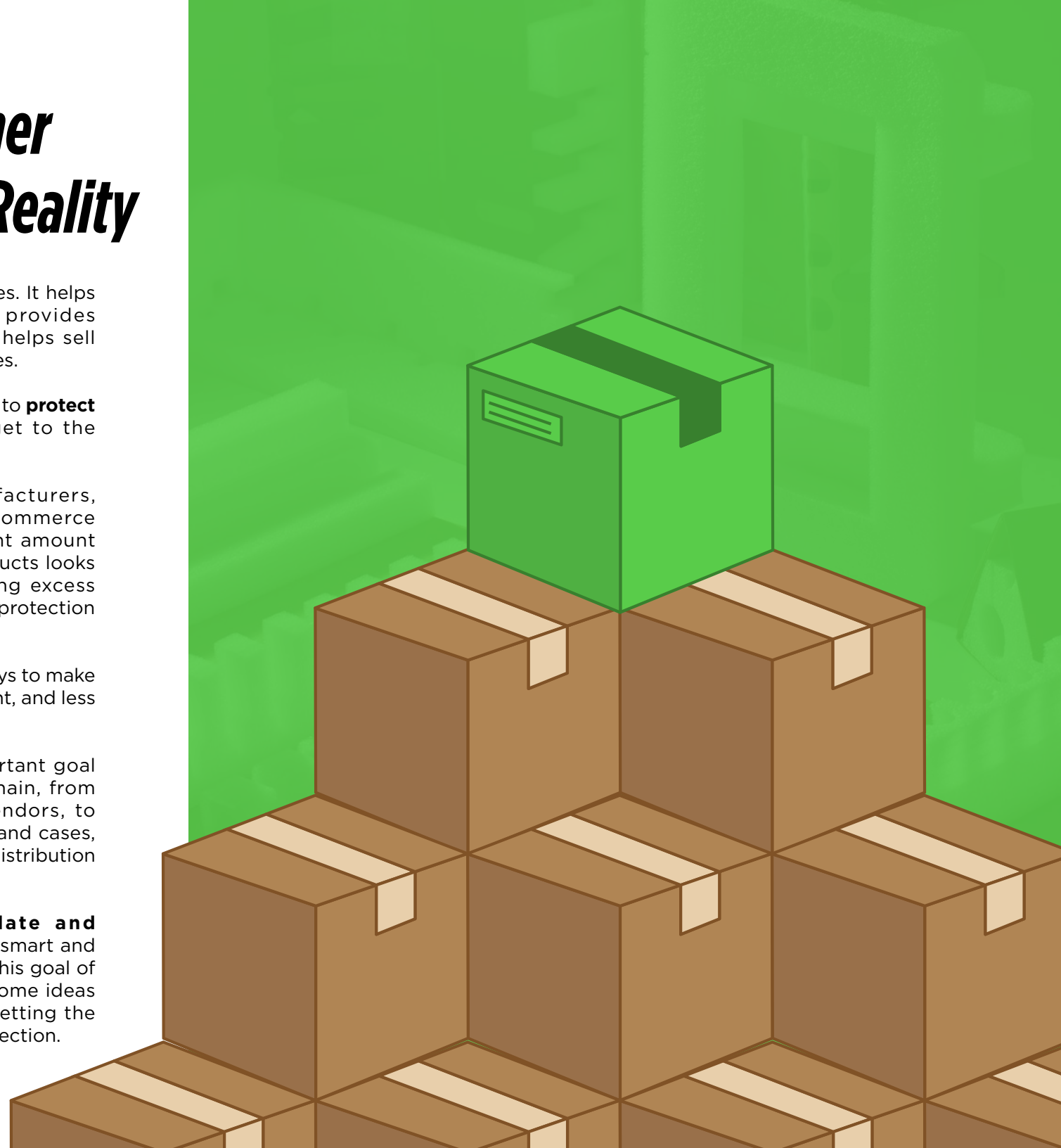
But at its core, packaging serves to **protect your products** before they get to the consumer.

The challenge for all manufacturers, distribution centers, and e-commerce retailers is to use just the right amount of packaging to help your products look their best while not generating excess waste but still providing stellar protection for your products.

In essence, you're looking for ways to make packaging greener, more efficient, and less costly.

Greener packaging is an important goal in all aspects of the supply chain, from receiving parts from your vendors, to packaging individual products and cases, and shipping unit loads to the distribution center or store.

Finding ways to **consolidate and streamline** your packaging is a smart and effective means to accomplish this goal of greener packaging. Here are some ideas for how to do that while still getting the benefits of reliable product protection.



MORE FOR LESS

Consolidating packaging means that you're **fitting more products into fewer packages.** We see this strategy working effectively in the automotive industry, for example, where sensitive parts such as bumpers or windshield wipers have to get to the auto makers without a scratch.

How can you ensure that these sensitive parts are safely transported in a way that doesn't generate unnecessary waste?

The first step is to look at how you can be more efficient and strategic with the materials you absolutely have to use. **Then you look at how you can safely eliminate the rest.**

This requires creativity and, in some cases, engineering prowess to come up with custom packaging designs that can accomplish this goal. Our custom packaging engineer at Atlantic, Norm Samuelson, finds that by using **strategically placed supports**, he can fit more products into one single package. This makes a big difference, especially when shipping a large volume of parts to a manufacturer. He'll use ship tests to ensure that the products are safe and secure even without the extra padding and material.

Consolidation accomplishes some important goals in the quest for greener packaging. It reduces packing materials and possibly even reduces the total number of packages while still protecting the product.

In essence, consolidation packs more product using fewer materials for lesser cost. This benefits various players along the supply chain and has a positive impact on our sustainability efforts.



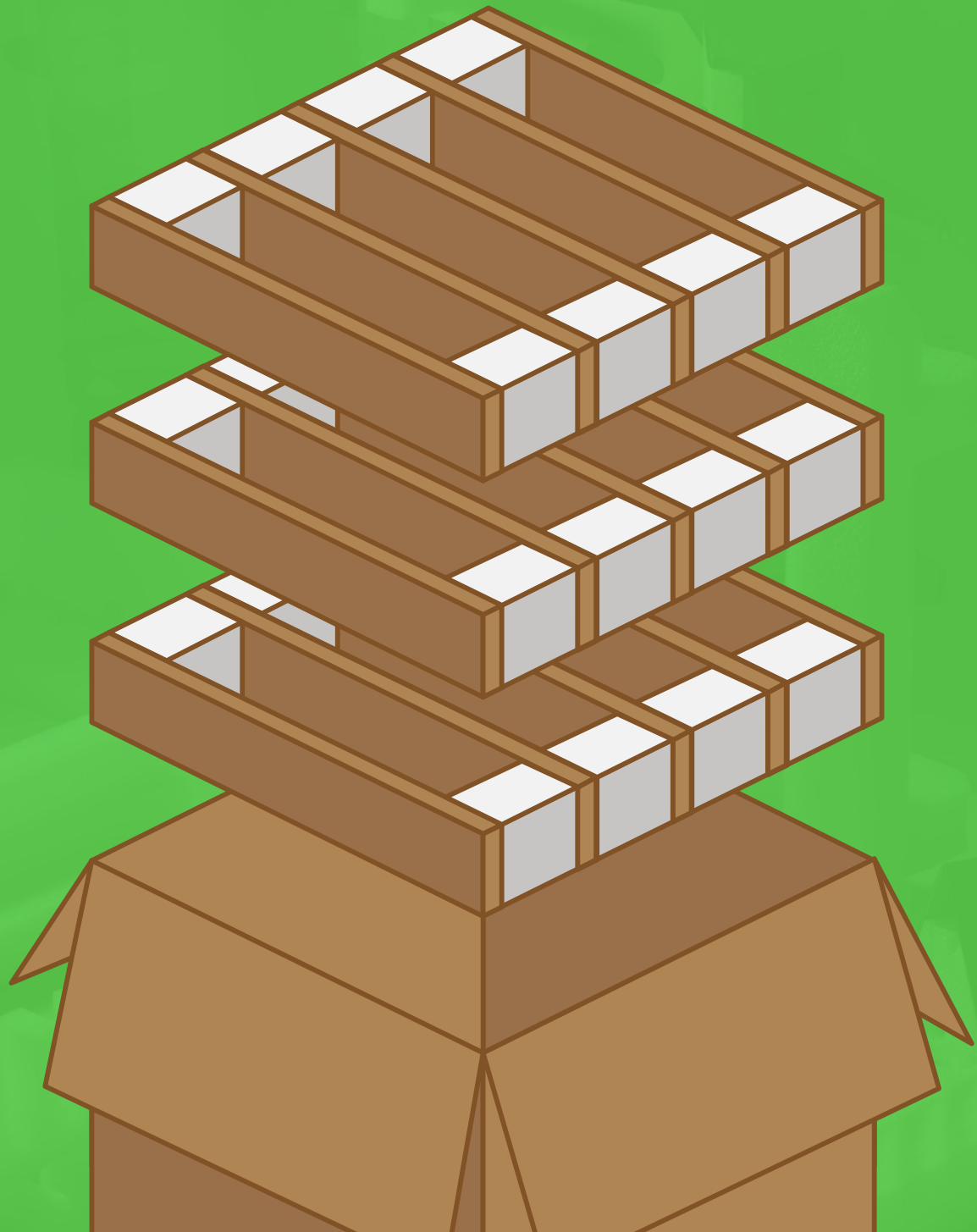
REDUCE, REUSE, RECYCLE

Another aspect of consolidation refers to the variety of materials you're using. If you have a pack that includes corrugated, foam, plastic, and metal staples or nails, this is going to be much more difficult to break down and send out for recycling. Even foam glued to corrugated can be problematic for recycling.

If you can **reduce the variety of materials used** and be creative in how you separate parts while still ensuring their protection, you can positively impact the recyclability of the packaging.

When it comes to reusing your packaging, a **collapsible design** that breaks down to a smaller, more efficient pack will be easier and less expensive to transport back to the point of origin. This cuts down on your transportation and material costs while creating a more sustainable supply chain.

Reducing, reusing, and recycling is a widely used strategy for conservation programs. The consolidation approach to packaging uses each of these to achieve a more environmentally-friendly impact.



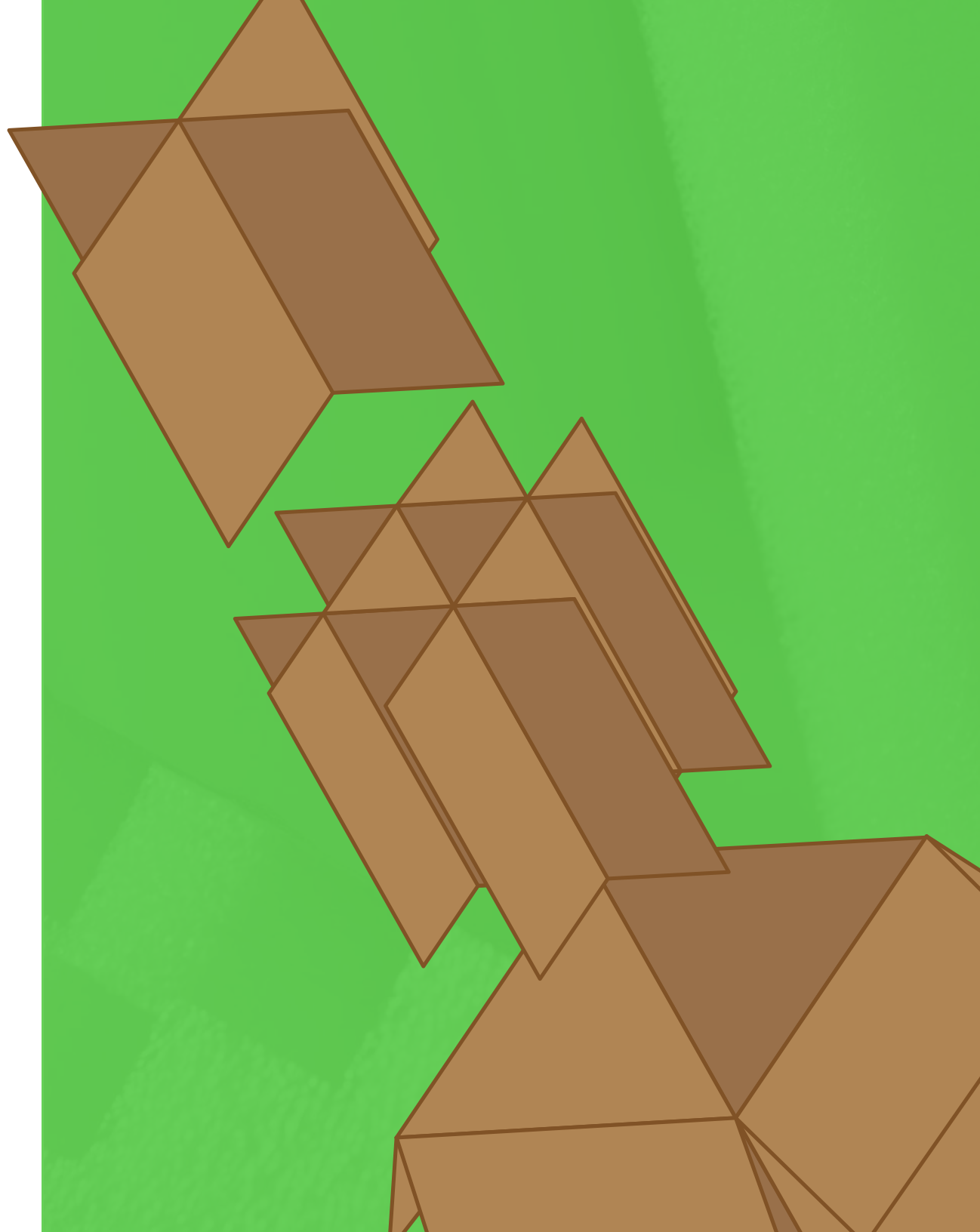
RETAIL CONSOLIDATION

Retail packaging has some heavy lifting to do. It has to protect the product, act as a billboard for the brand, and get your attention above all the competition on the shelf. If it can also be environmentally friendly, then that's a bonus for everybody.

One way that Norm has helped clients achieve a more sustainable model for retail packaging is by sharing the same exterior box or container design while changing up the internal profile to accommodate a variety of items.

This achieves consistency in the outer layer to reduce production and supply costs and ensures that the cases can always be cubed on a pallet for efficient shipping. It's a subtle but effective way to consolidate packaging materials headed for retail stores.

This type of consolidation is also a great strategy to apply in the beverage and health & beauty industries. For example, using labels or shrink sleeves for bottling and canning allows companies to buy in bulk and use only the materials needed for each variety. This cuts down supply costs and provides more flexibility in the production line.



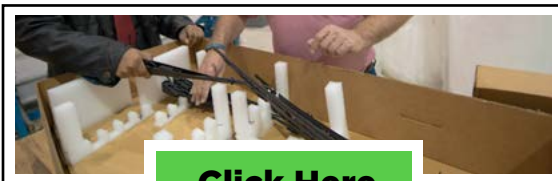
ELIMINATING THE VOID

While bubble wrap, air pillows, and other void fill products are still essential protective components in some packaging, you can step up to the challenge of achieving greener packaging when you apply these principles of consolidation to design elegant, efficient, and environmentally-friendly packaging.

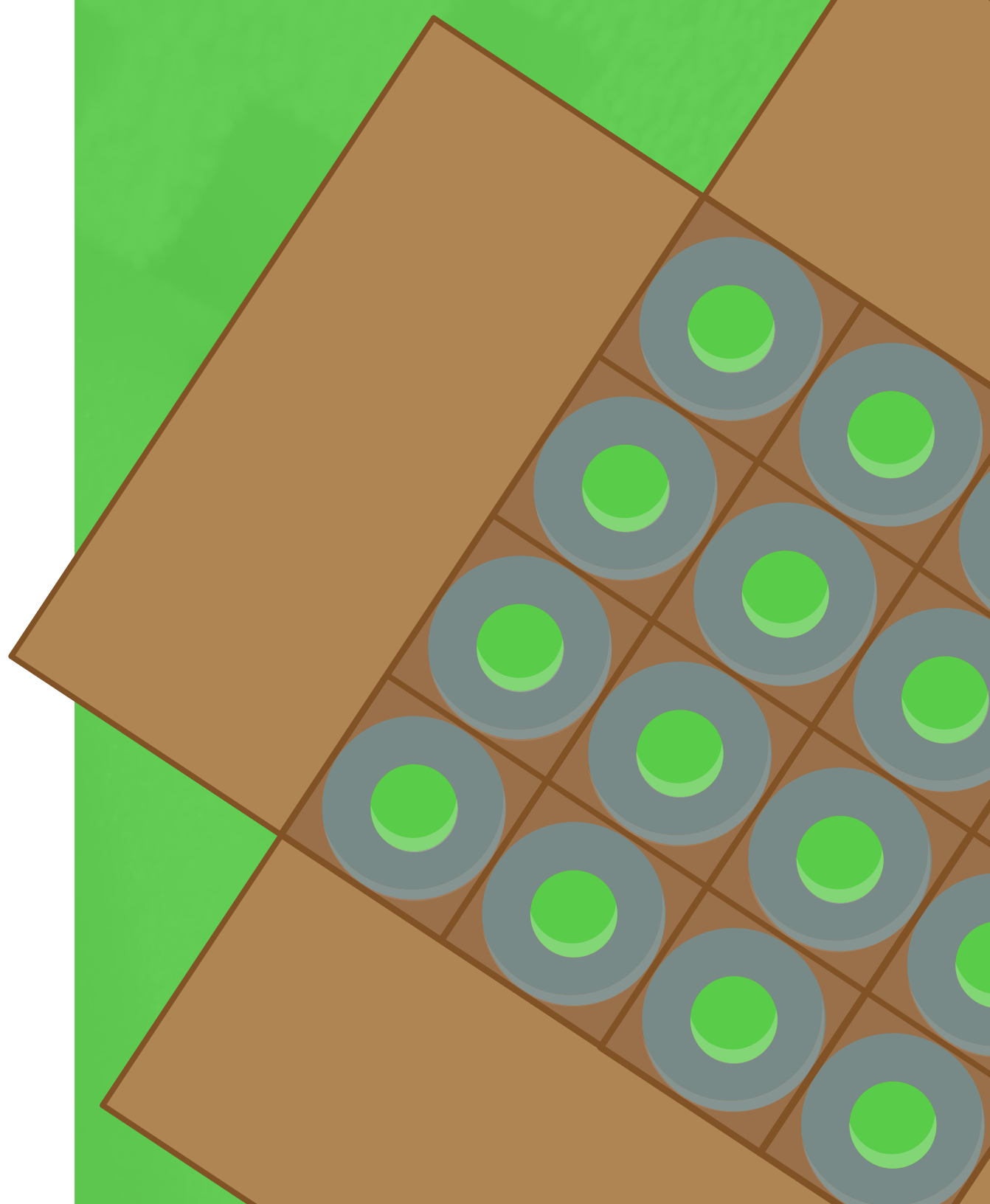
Rather than fill the void, look to eliminate the void. In doing so, you'll find greater sustainability, reduced costs, and product protection.

If you find yourself needing a creative, resourceful, and effective custom packaging design that achieves all of these elements, Atlantic's got you covered.

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CONTACT | Norm Samuelson

Address:

Atlantic Packaging
12201 Steele Creek Road
Charlotte, NC 28241

[WEBSITE](#)

Email: www.atlanticpkg.com/protective

Phone: (800) 722-5841

