



Sustainable Packaging—Think Inside the Box!™

March 2010

# The PULPit

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## From The Editor

Thank you for taking time out of your busy day to read our newsletter. Our readership continues to grow and we would appreciate it if you could sign up friends, colleagues and co-workers by clicking on the link on page 5.

### IoPP introduces four \$2,500 scholarships

The Institute of Packaging Professionals is offering four \$2,500 academic scholarships to recognize exceptional college students headed for a career in packaging. These scholarships were created to support packaging education and to raise awareness of packaging as a career choice. The credentials of the top talent identified through this program will be shared with IoPP Benefactor companies as a recruiting tool for their organizations.



“We are proud to lead this initiative to recognize the packaging industry’s future young professionals,” says Patrick Farrey, IoPP Executive Director. “This program paves the way for the next step, a mentoring program that fosters the career development process and connects tomorrow’s leaders with those of today.”

Candidates must be students in their Junior or Senior year, pursuing a degree at an accredited college, university or vocational/technical school in a course of study relevant to a career in the packaging industry. The scholarships are applicable for the 2010-2011 academic year.

Students should send completed applications to: Packaging Education Scholarship Fund, c/o Institute of Packaging Professionals, 1833 Centre Point Circle, Suite 123, Naperville, IL 60563. All materials must be completed and post-marked no later than April 15, 2010.

For more information, please contact Sarah Washburn at ph: (630) 544-5050 x116; e-mail: [swashburn@iopp.org](mailto:swashburn@iopp.org); or [www.iopp.org/scholarshipfund](http://www.iopp.org/scholarshipfund).

**Source: Packaging Digest**

## The PULPit

“Never confuse movement with action.”

- Ernest Hemingway

Containerboard pricing expected to rise another \$60/ton in April

Pack Expo 2010 in Chicago October 31 to November 3

### Starbuck's Recyclable Packaging

In fiscal 2008, Starbucks purchased 2.7 billion paper cups. The move to a recyclable cup will be groundbreaking – but the scale and complexity of the effort is a significant challenge. We must be sure that the cups can be ethically sourced and responsibly manufactured. We're also working to make sure we consider how the cups are disposed after they are used. And we must ensure that recycling is available in our stores. Finally, that means we must also work with communities to make sure our cups can be recycled or composted.



Source: [Packagingnews.co.uk](http://Packagingnews.co.uk)

### Packaging Reduction for Bayer

For close to a year, some Bayer and Aleve products have been sold as stand-alone bottles instead of bottles packaged inside boxes. The change reduces the amount of paper that goes into the packaging as well as possible waste packaging.

The change completely eliminates all of the material used to make the bottles' boxes and any printed material that would have been inside of them. The product information and drug facts are instead printed on multi-panel labels that can be peeled off from the bottles and reattached. The labels, though, are unrecyclable.



The new bottles were also developed with an easy-to-open cap, which includes a soft-plastic grip around it. The previous caps were made of polypropylene (resin code number 5), and the new ones are classified under the "other" category of plastics, resin code 7. The bottles themselves are made of commonly-recycled HDPE, identified by the resin code 2.

Even though Bayer switched to unrecyclable product information sheets and changed the cap materials, the bigger, and positive, impact from the change is the elimination of the boxes. The "reduction" part of the "reduce, reuse, recycle" mantra typically results in fewer impacts than the "recycle" portion.

Source: [Greener Design Staff](#)

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### Recommended Links:

[www.packworld.com](http://www.packworld.com)

[www.packagingdigest.com](http://www.packagingdigest.com)

[blog.salazarpackaging.com](http://blog.salazarpackaging.com)

[www.sustainablepackaging.org](http://www.sustainablepackaging.org)

[www.paperrecycles.org](http://www.paperrecycles.org)

[www.earth911.com](http://www.earth911.com)

[www.greenbiz.com](http://www.greenbiz.com)

[www.treehugger.com](http://www.treehugger.com)

[www.life-cycle.org](http://www.life-cycle.org)

[www.greenerpackage.com](http://www.greenerpackage.com)

[www.clemson.edu/pkgsci](http://www.clemson.edu/pkgsci)

[www.packagedesignmag.com](http://www.packagedesignmag.com)

[www.thedieline.com](http://www.thedieline.com)

[www.sustainpack.com](http://www.sustainpack.com)

Sustainable Packaging  
Coalition Spring Meet-  
ing April 19-21 Boston  
MA

## Recycled Plastics for Team USA!

Already suffering from post-Olympics withdrawal of international sports competition? Well, the World Cup is less than 100 days away, and Team USA will debut its new jersey's in a match against the Netherlands on March 3.

Manufactured by Nike, this year's uniforms hold extra significance, as they are made from recycled plastic bottles.

Nike also uses recycled PETE in uniforms for eight other sports teams. According to the World Cup blog, the plastic was sourced from landfills in Japan and Taiwan. This resulted in 13 million plastic bottles being reprocessed into recycled polyester.

Each uniform will be of 100 percent recycled content and comprised of eight plastic bottles. All replica jerseys that are available for fans to purchase will also be made of recycled material.



*Source: Greener Design Staff*

### Spike



There is more to the Olympics  
than just medals!



# The PULPit

## 2010 Packaging Contest

GreenerPackage.com is now accepting submissions for its 2010 Greener Package Awards, the first global, independent, neutral awards contest focused on packaging sustainability. In its debut last year, the competition drew 51 qualified entrants, resulting in 10 awards to new packages and processes that demonstrated the best practices and greatest innovation in sustainable packaging.

For greater clarity, the Greener Packaging Awards team has refined the number and types of categories for the 2010 competition.



This year, there are five categories: food & pharmaceutical, personal care/cosmetics, non-food primary packaging, secondary/large-format packaging, beyond the Package Award

To be eligible for the competition, an entry must center on a specific package that was commercialized with an end user/brand owner between Jan. 1, 2009 and Dec. 31, 2009. Packages commercialized in 2010 may be entered into the awards program, as long as they are not re-entered in the 2011 edition. The package can be submitted to the competition by any company within the packaging value chain, including the retailer, brand owner, design firm, or packaging supplier. The submission period for entries ends May 28, 2010.

*Source: Greener Package*

## Chart of the Month

### Paper/Paperboard Collection by State, Population



## Knowledge Base: EnviroPAK Case Study

### Computer Printer Conversion

- Computer printer
- Labor intense to pack
- 2 Piece EPS & corrugate
- Damage during transit
- High Freight costs



#### End User Goals

1. Reduce labor cost
2. Reduce freight cost
3. Reduce shipping damage
4. Convert to molded pulp

- 2 Piece end cap reduced labor by 20%
- Nesting end caps reduced freight by 33%
- Final design reduced damage by 40%
- Molded Pulp sustainable packaging

#### Distributor Goals

1. Increase revenue at top account
2. Minimize SKU's
3. Maintain gross margins
4. Long term supply agreement

- 6 figure revenue increase
- 2 Piece end cap vs 2 EPS & 2 Corrugate
- Gross Margins were 15% above average
- Custom solution with 2 year agreement

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