

# PAC Sustainable Packaging Student Design Competition 2010-2011



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## The Challenge!

PAC, Walmart Canada and Unilever are challenging students to create a sustainable package design for a 133g container of Knorr Sidekicks and its retail-ready package to contain 12 x 133g containers.





## Background:

# The Packaging Association

### The Competition

PAC has been challenging students for years with their biennial Packaging Design competition. In keeping with the Global movement toward sustainability we have added the Sustainable Packaging Design category. We are fortunate to have two of Canada's most prestigious organizations as sponsors of the event, Walmart Canada and Unilever.

### Overview

The Packaging Association is more commonly referred to as PAC. Founded in 1950 PAC is a not-for-profit corporation and a non-political, package-neutral association.

There are over 350 corporate and 1100 associate members. In 2008 a new Student Chapter was founded to facilitate relations between the leaders of tomorrow, academic institutions and industry. PAC is the common link that binds the packaging community together. Our members can be found throughout the packaging supply chain from retailer through to academic facilities and students. We all have one thing in common: packaging.

### Vision

To provide leadership for the packaging industry across North America and increase our profile within the global market.

### Mission Statement

To maximize value and sustainable growth for our association and our members.

### Our Value Proposition

- Sustainability Leadership
- Network Matchmakers
- Preserve and Protect
- Continuous Education
- Leading Collaboration



Background:

## Walmart Sustainable Packaging Global Initiative

Walmart Stores has challenged its 60,000 worldwide suppliers on their ability to develop packaging and conserve natural resources. This initiative is projected to reduce overall packaging by five percent.

In addition to preventing millions of pounds of trash from reaching landfills, the initiative is projected to save 667,000 metric tons of carbon dioxide from entering the atmosphere. This is equal to taking 213,000 trucks off the road annually, and saving 323,800 tons of coal and 66.7 million gallons of diesel fuel from being burned. This initiative will also create \$10.98 billion in savings, just from a 5 percent reduction in 10 percent of the global packaging industry.

“Packaging is where consumers and suppliers come together and can have a real impact both on business efficiency and environmental stewardship,” said former Walmart CEO H. Lee Scott. “Even small changes to packaging have a significant ripple effect. Improved packaging means less waste, fewer materials used, and savings on transportation, manufacturing, shipping and storage.”

Walmart’s packaging vision began to form when the company partnered with suppliers to improve packaging on its private label Kid Connection toy line last year. By reducing the packaging on fewer than 300 toys, Walmart saved 3,425 tons of corrugated materials, 1,358 barrels of oil, 5,190 trees, 727 shipping containers and \$3.5 million in transportation costs, in just one year. Now Walmart is taking what it learned from Kid Connection and applying it to the more than 160,000 products.

Background:

## Walmart's Core Sustainability Goals



To be supplied 100%  
by renewable energy



To create zero waste



To sell products that sustain  
people and the environment





## Background: Unilever Canada

Over the past 100 years Sunlight, Vaseline, Pears, Pond's, Red Rose & Lipton and other quality branded products of Unilever Canada, have become familiar features in Canadian homes. They have earned a place in the life of virtually every consumer. Unilever's history in Canada is a story of innovation and marketing leadership.

Unilever was created in Europe in 1930 when two international companies, Lever Brothers in the United Kingdom and Margarine Unie in the Netherlands, joined forces. Common interests provided a compelling motivation as both were large-scale marketers of household necessities, used similar channels of distribution and required the same raw materials, vegetable oils and fats, one for the production of soap, the other for margarine.

Unilever Canada Inc. is a wholly owned subsidiary of Unilever PLC, which has its headquarters in London, England. Unilever PLC along with Unilever NV, a Dutch company based in Rotterdam, form the Unilever group, one of the world's largest consumer products companies, operating in 100 countries. Unilever aims to be the foremost company in meeting the daily needs of consumers across the world in its chosen markets.

## Background:

# What is Sustainable Packaging?

PAC has adopted the sustainable packaging definition developed by the Sustainable Packaging Coalition (SPC), Charlottesville, VA, USA. It has become the de facto standard in North America by many leaders in the packaging community and is being considered as the definition by the Canadian Council of the Ministers of the Environment (CCME).

This a blend of broad sustainability objectives with business considerations and strategies that address the environmental concerns related to the life cycle of packaging. These criteria relate to the activities of the packaging community at large and define the areas in which SPC encourages transformation, innovation and optimization. SPC believes that by successfully addressing these criteria, packaging can be transformed into a cradle to cradle flow of packaging materials in a system that is economically robust and provides benefit throughout the life cycle—a sustainable packaging system.



## Background:

# Sustainable Packaging Definition Criteria

1. Is beneficial, safe & healthy for individuals and communities throughout its life cycle;
2. Meets market criteria for performance and cost;
3. Is sourced, manufactured, transported, and recycled using renewable energy;
4. Maximizes the use of renewable or recycled source materials;
5. Is manufactured using clean production technologies and best practices;
6. Is made from materials healthy in all probable end of life scenarios;
7. Is physically designed to optimize materials and energy;
8. Is effectively recovered and utilized in biological and/or industrial cradle to cradle cycles.

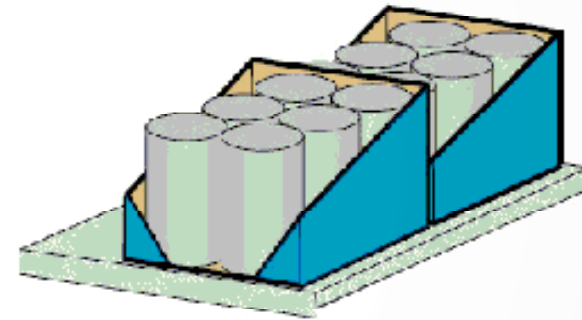
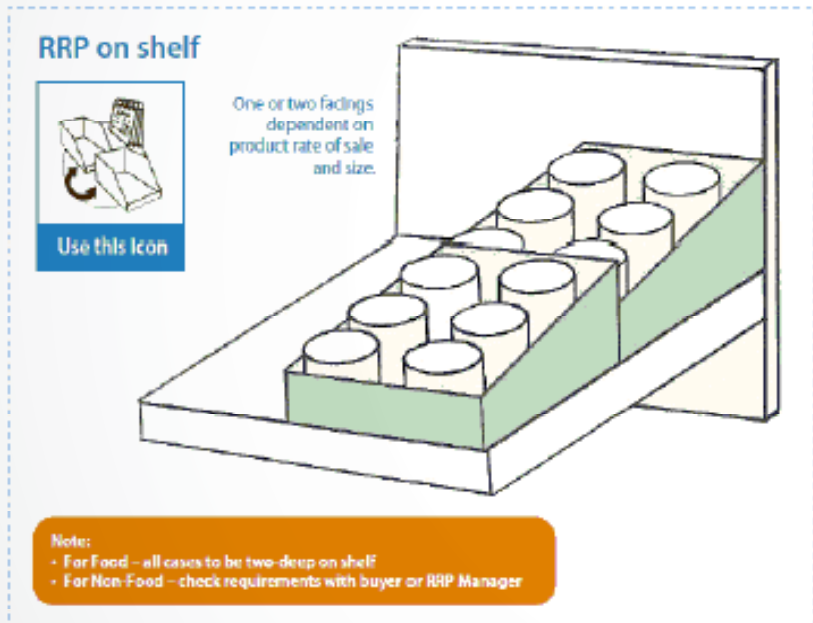
For an explanation of the criteria go to:

<http://www.sustainablepackaging.org/pdf/Definition%20of%20Sustainable%20Packaging%2010-15-05%20final.pdf>



Background:

## Case Dimensions – Product & Shelf Fit



2 cases deep

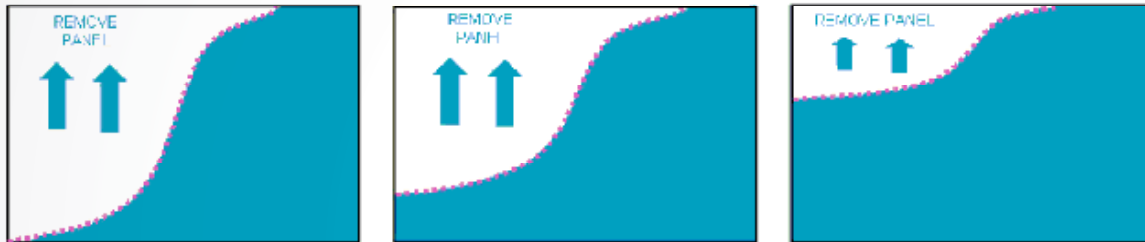


## Background: Easy to open Case Symbols

Print these icons when they apply to the case style being used



## Background: RRP Side Wall Profile

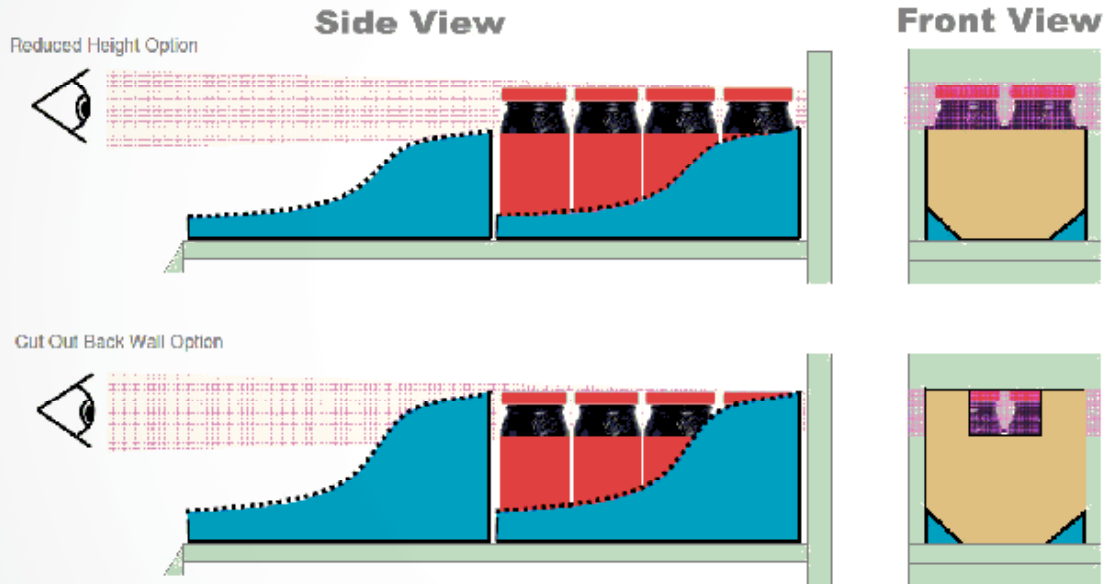


Side walls need to be shaped similar to the above to improve product visibility from the side – consult your corrugate supplier for the strongest slope shape

If cases are merchandised two deep on shelf please refer to the following page for further guidance



## Background: Customer Visibility



If one case is being merchandised in front of the other, the rear case needs to be viewed through the empty front case. See above principles.



Background:

For the industry position on RRP together with:

**Functional Guidelines**

**RRP Assessment Tool**

Go to <http://www.igd.com/>



## Design Objective

The existing Knorr Sidekicks packages need to meet or exceed Walmart's goal to reduce overall packaging. The objective is to redesign the existing package(s) including pouch & shipping case to improve its overall sustainability based on Walmart Goals, SPC Definitions and Competition expectations. The judging criteria is clearly detailed herein.

## Expectations



- We are expecting “revolutionary thinking” sustainable packaging submissions.
- All packaging components are open to alternative concepts.
- In addition to the judging criteria, the only requirement is that the primary package must be able to contain 133 g of the existing Knorr Sidekicks product.

## Packaging Specifications

The existing Knorr Sidekicks packages need to meet or exceed Walmart's goal to reduce overall packaging. The current package components include:

- Primary pack/pouch  
**Packaging type** – Flexible pouch (3 side seals)  
**Packaging material** – Plastic paper laminate (paper/LDPE/metBOPP/other)  
**Packaging details/dimensions** – Finished pouch dimensions (W 5.75" x H 7.75" with gusset 1.5")
- Tertiary pack/shipper  
**Packaging type** – Rotary die cut RSC short flap  
**Packaging material** – White top recycled (test) lighter  
**Packaging details/dimensions** – Internal dimensions (L 16" x W 5.8125" x H 7.625"), Blank size (L 45.25" x 13.625")
- Unit load-Palletization  
**Consumer units per case** – 12  
**Cases per layer** – 20  
**Layers per pallet** – 6  
**Cases per pallet** – 120  
**Dimensions without pallet** – 48" x 39.25" x 47.55"  
**Dimensions with pallet** – 48" x 40" x 53.05"

# Existing Components



## Deliverables

*No more than 5 entries per institution.*

1. 3D mock up of package containing 133 g Knorr Sidekicks.
2. 3D mock up of retail-ready package complete with 12 containers of 133 g Knorr Sidekicks.
3. 5 copies of the design rationale supporting each entry, maximum 500 words.
4. Completed entry form.
5. One copy of your course/program overview.

## How will you be judged?

Refer to the scoring criteria and use the broad definition of sustainability by SPC to address the environmental concerns related to the life cycle of packaging.

- 10%: **1.** Is beneficial, safe & healthy for individuals and communities throughout its life cycle.
- 10%: **2.** Innovation – Meets market criteria for performance and cost
- 50%: {
- Maximizes the retail-ready design to boost in-store labour efficiency
  - Maximizes the retail-ready design to boost in-store sales
  - Maximizes on shelf visibility - primary & secondary packages work together
  - Minimizes the retail-ready material content
  - Minimizes the cost of the package
  - Maximizes product protection
- 10%: **3.** Maximizes the use of renewable or recycled materials
- 10%: **4.** Physically designed to optimize materials and energy
- 10%: • Maximizes Product / Package Ratio
- 10%: • Maximizes Cube Utilization
- 10%: **5.** Package can be effectively recovered and utilized in biological and/or industrial cradle to cradle cycles.
- 100%**

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