

SUSTAINABILITY AWARD WINNERS 2014

Staples, Inc.& Packsize International, USA TAKE THE GOLD AWARD

Entry Number: 0249/O

Entry Name: Smart-size Packaging
Company: Staples, Inc.&Packsize International
Country: USA
Email: melissa@scribep.com
Website: www.staples.com

Staples' Smart-size Packaging, developed by Pack size International, resolves #1 customer complaint—excessive packaging. Smart-size Packaging measurably improves customer satisfaction and supply chain sustainability and efficiencies. Requires >15% less corrugated, ~60% less void fill, improves less-than-full-case average cube utilization by 20%, and reduces annual carbon footprint by >25,000 metric tons.



Tin Horse, UK take the SILVER Award

Entry Number: 0042/HH

Entry Name: Kleenex® “Slim” pack
Company: Tin Horse
Country: UK
Email: vicky@tinhorse.com
Website: www.tinhorse.com

We uncovered a fundamental truth about tissues: to be useful, they must be to hand. Slim and discreet packs are much easier to place. Kleenex® “slim” pack is a holistic approach to innovating product, primary packaging & case packing, delivering benefits to the consumer, shopper, environment, retailer and business.

**THINKING BIG.
ACTING SMALL.**



33% smaller

- ➊ Easier to ship, transport and store.
- ➋ Better for the environment.

Packaging **reduced by 30%**, saving 440 tonnes, (equivalent to one Jumbo Jet), **29% fewer truck miles**, (136,000 miles) and **28% reduction** in carbon emissions (nearly 250 cars off the road).

- ➌ More versatile in home.
- ➍ Increased retailer shelf efficiency, simplified opening, stock identification and disposal.



Dividella Pharma Technology Solutions, Switzerland take the BRONZE Award

Entry Number: 0020/MP

Entry Name: **10 count Syringe Carton for Flu Vaccine**

Company: Dividella Pharma Technology Solutions

Country: Switzerland

Email: m.berger@dividella.ch

Website: www.dividella.com

The most compact 10 count flu vaccine syringe package on the market. Major benefits were obtained by replacing pre-made plastic trays & lid material with a 100% paperboard material, consisting of a carton and partition. Two layers of 5 syringes in a paperboard partition, no glass-to-glass contact. Package volume was reduced by more than 50% using top-load carton design developed between Sanofi Pasteur and Dividella. The use of 100% paperboard material offers reduction in material, lower in-bound logistics, costs, and a more environmentally friendly package.

