



‘Less Plastic’: Waste Reduction and Environmental Sustainability through Design.

It’s not news to the packaging industry (especially you, the designers and developers of our packaging products) that consumer unease for the environment continues to grow. The vilification of single-use plastics in product packaging is especially driving industries to take a more holistic, sustainable, and ecological approach to waste reduction and packaging solutions.

Replacing single-use plastic with raw materials that are widely recycled and recyclable, such as paper/board packaging solutions, can aid product developers to empower industries and countries to meet waste reduction targets and environmental global goals.

Supermarket chains, industrial manufacturers of household appliances, and automotive and construction industries are all the focus of consumers, eco-groups, and governments aiming to reduce and stop their use of single-use-plastics.

Packaging is a requirement of every industry, from B2C and B2B; all-natural, sustainable, lightweight, [recyclable protective packaging](#) is being sourced more than ever before. According to the Environmental Protection Agency, recycling one ton of paper saves 17 trees and more than 3.3 cubic yards of landfill space. If you’re making the conscious choice as product developers and industry designers to use [recycled paper/board](#) solutions for primary and secondary product packaging, then your innovative ideas are on-trend to meet business and consumer’s ecological expectations.

This is particularly prominent for industrial designers and developers of packaging in [e-commerce businesses](#); online shopping has grown exponentially. The need for innovative, strong, durable protective packaging that is simple, ecological, and on-brand is not set to go away anytime soon. Due to the stable structure, recycled nature, and [100% recyclability](#) of paper/board packaging, environmental and economic sustainability through design is achievable for all you ground-breaking engineers, product developers, and industrial designers.

Moving away from plastic and toward holistic sustainability through design.

‘Getting back to nature’ is a consumer trend that’s becoming a way of life for many of us; moving away from single-use-plastics is just one of the causes at its ecological heart.

From inception to end-of-life uses, the eco-impact of the journey of your products and their packaging should be approached with this same ideology. [Research shows](#) that using recycled paper/board packaging solutions can lead to the least overall impact on the environment. By taking a holistic approach to packaging, your businesses can satiate consumer demand while simplifying and revolutionising packaging needs with natural fibre solutions.

This cyclical attitude, when implemented into business practices, enhances the innovations of your packaging product developers, aiding them in creating sustainability through design. It has to be said that the food industry has taken the preliminary impact. The food industry’s ingenious packaging developers funnelled the initial concerns of consumers into innovative, sustainable solutions for primary product packaging.

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The move away from plastic; not just enhancing the customer experience

This trend has motivated industries to focus on the internal and external supply chain, as well as the eco-friendly protective packaging uses and [logistics/transportation](#) of their products. This has given rise to innovations in industrial design for both paper/board manufacturers and protective packaging developers and engineers. Through your ingenuity, you're creating new technologies, revenue streams, and outside-the-box solutions for B2B relationships to grow, working together to address waste management and minimise products' impacts on the environment.

Due to these burgeoning relationships, there's a need for organisations such as [EMPHA](#) (European Manufacturers Paper Honeycomb Association). They represent just one of the alternative recyclable paper/board protective packaging solutions, maintaining trust and regulations, sharing innovations, and giving advice to many industries on their eco-sustainability through design.

Dynamic solutions for industrial designers in protective packaging solutions

As your B2B business relationships broaden globally, it's not only consumer awareness that's especially pushing the wave to down-gauge the use of one-use plastic as a packaging medium. A need for robust, affordable, sustainable, protective packaging for your B2B logistics is increasing the need for paper/board and packaging industries to dream up [innovative solutions](#).

Industries are moving away from conventional light weight single-use plastics. As an industrial designer, it's no longer viable to use options such as Styrofoam to protect heavy goods, machinery, and. Opting for sustainability through design by choosing substrates such as paper honeycomb for protective packaging needs could be the way forward for your concepts. Paper honeycomb and products like it have been innovated to create versatile, strong, and durable packaging, furniture, and [construction](#) solutions. Its life cycle is also all-natural and 100% recyclable.

The giant leap we're taking away from single-use plastic is an attractive challenge for all of you designers and packaging engineers. Your dreams are giving rise to new technologies and revolutionary ideas in sustainability and design - encompassing holistic trends, contributing to the challenge of society norms, and helping to benefit the environment and economy.

Why recycled paper/board packaging solutions are the future for industries and create sustainability through design

What this all translates to is the need for industries to work together and harmonise the measures taken to manage [packaging and packaging waste](#) for a sustainable environment, future, and consumer economy. It's reported that in Europe, from 2006 to 2016, recycled paper/cardboard scored highest out of all materials sent to be recycled, with 93.9%.

The need for revolutionizing paper/board products like [paper honeycomb](#) (and keying into the consumer and business trends by using 100% recycled light weight packaging materials) is more prevalent than ever. This is driving the innovations and desires of product developers, industrial designers, and engineers to create outside-the-box protective packaging solutions.

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Moving away from single-use plastic solutions and toward multi-use, durable, and strong recycled paper/board industrial design is the future. [EMPHA](#) and associations like them offer an incredible opportunity to work on the challenges ahead together. They're aiding the rise of products such as paper honeycomb as sustainable solutions - and not just for our protective product packaging. The continued innovation, bringing nature's creations into our own design concepts, will only aid us in our job to 'get back to nature'.

