



Why Will Lightweight Paper/Board Packaging Solutions Become a Major Part of a Sustainable Ecological Future for All?

Lightweight paper/board packaging solutions are bang-on for current consumer and [design trends](#)! 2020 sees the start of a decade that's massively propelling us towards making enriching, eco-conscious decisions on a daily basis. Industrial designers, packaging developers, and industries are being made to re-think everything from a holistic, sustainable, and ecological point of view.

This is leading to a 'less is more' culture and a trend towards down-gauging packaging needs by using lightweight products made from sustainable raw materials.

One of the massive challenges faced by the packaging industry is finding the same lightweight, sustainable-but-durable, strong, eco-friendly solutions for B2B and B2C protective packaging. Whether you're a buyer, designer, or developer, you can't deny this is a challenging but exciting time; you have an opportunity to be part of eco game-changing concepts and advances.

The paper/board marketplace and industry are making huge waves in the right directions to overcome the current challenges presented by the need for lightweight solutions. It's the innovations of industrial designers and product developers that have led to the creation of recycled paper-based substrates, such as chip board, paperboard, and PH (Paper Honeycomb). Any of your products' and protective packaging needs could be solved due to their strength, durability, low cost, and impressively reduced aerial weight by design.

Sustainability through waste and weight reduction using paper/board substrates

[Scientific research](#) is showing us that designers' and developers' choices to use sustainable raw materials provide beneficial environmental/economic future solutions for product and packaging industries. This is especially prevalent in waste management and at the end of our packaging's life cycle. Waste management can be an exceptional economic cost with devastating effects on the environment if we don't use the right ecological solutions.

It's 2020's innovations in data management technologies which is enabling paper/board industries to create better systems to manage and maintain their eco-sustainability. From the [forest floor](#) to paper recycling plants, producers of paper/board packaging products, buyers, and consumers will have the ability to manage the lifecycle of products through connective devices and intelligent data systems. You can ensure, at every stage, that the negative ecological or economic impacts of your packaging are monitored and minimalised – especially in waste management.

It's your responsibility, as the product packaging industrial designers, engineers, and developers, to maintain and sustain the use of eco-friendly packaging products in 2020 – and for the foreseeable future. You're the driving force behind pioneering sustainable, lightweight solutions and designs. These solutions are at the core of industries, governments, environmentalists, communities, and consumers achieving universal goals to reduce packaging waste at every stage of its lifespan.

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This is why recycled pulp and fibres as a raw sustainable material to create paper/board packaging solutions are hitting it out the park. They can be re-used to create exceptionally lightweight and recyclable packaging solutions, especially for protective packaging needs. Revolutionary solutions like [paper honeycomb](#) are considered not only ingenious through their biomimicry, strength, versatility, and durability, but also offer lightweight, eco-friendly, and economic solutions globally.

The economic advantages of procuring lightweight sustainable paper/board solutions for industrial design trends: 2020 and beyond.

“The size and [weight of packaging](#) dictates transportation and warehouse costs within a particular supply chain.” This is just one of the many challenges protective packaging developers are facing; perfunctory responses aren’t going to muster. We all need to work hard and fast to keep up!

One of the biggest trends is the exponential rise in online shopping and DOD (Delivery on Demand), fuelling the necessity for paper/board, B2B and B2C, lightweight, sustainable product and protective packaging solutions. Changes in global marketing are increasing the need to send products and materials all over the world. Pardon the pun, but as product developers and industrial designers, weight reduction in logistics and transportation is a massive weight on your minds. A huge relief would be to find the right viable, sustainable, economic, and eco-friendly solution for the [transportation and logistics](#) of your products.

That’s why the paper/board market and industries still have a massive stake in creating the solutions that will bring your product packaging intentions and dreams to fruition.

Industrial design trends 2020: Down-gauging your packaging, weight reduction, using sustainable raw materials

Paper/board industries have had to adapt and create sustainable solutions faster than most others to keep up. As paper comes from wood, the key to the industry’s future is the volume of harvestable trees and confidence in the forestry industry to maintain sustainable management of growth. Moving forward, it is essential to embrace and support emerging [eco-technologies](#) and opportunities in paper/board to produce pulp and other substrates for re-use.

Using substrates that, by their design, are exceptionally lightweight, versatile, flexible, strong, and have multi-purpose solutions has to be the go-to for the packaging industry’s sustainable future. Arguably, developing [eco-technologies](#) in plant-based plastics is the future, but that doesn’t mean [paper/board](#) products aren’t!

In fact, statistically speaking, with continued innovations these paper/board sustainable solutions are here to stay and will play a massive role in the future of the packaging industry.

Resourceful, industrious, and ingenious design trends: 2020 sees many economic and eco-sustainable advantages for using lightweight paper/board solutions for your present and future industrial designs. With remarkable weight reduction advances in eco substrates such as [paper honeycomb](#) and support in your [innovations and designs](#) from associations such as [EMPHA](#), it will only continue to aid our ever evolving sustainability needs.

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