



Innovations in Sustainability through Industrial Design; Trends for Now and the Future

Innovations in products and their packaging for an eco-conscious future can be achieved by using sustainable raw materials and their ingenious substrates. [Paper/board and plant-based solutions](#) have the upper hand with characteristics that hit both consumer-driven ecological desires and design trends. The 2020's and the decade before us sees an exponential rise in these solutions for sustainability through industrial design.

Engineers, industrial designers, product developers, and buyers all have a massive role to play in the innovations of today and inventions of tomorrow. It's your dreams and designs that will paint our regenerative and eco-centric pathway to the future, taking engineering to new levels with [biomimicry](#) in your design applications and inceptions. You are not only revolutionising the consumer experience, but initialising holistic systems and circular designs that will benefit industries, professionals, and businesses from the inside out.

It is your incorporation and application of outside-the-box solutions which is driving the future, using the innovations of industrial designers who have masterfully created eco-sustainable solutions such as paper honeycomb (PH). Manufacturers of cars, construction engineers, furniture designers, packaging developers, and buyers all have an incredible opportunity to take these versatile solutions and impart sustainability through design.

What's influencing our sustainable solutions in packaging and beyond, in the future of design?

There are so many forces driving the eco-sustainable, lightweight, dynamic product packaging revolution. The last decade has seen a tremendous rise in innovations meeting consumers' continued eco-awareness, especially in product packaging and the use of one-use plastics. This is sparking incredible opportunities to make radical changes and bring outside-the-box sustainable solutions to the boardroom, design floor, warehouse, retail space, e-commerce experience, and consumer's front door.

This is from the burgeoning [e-commerce](#) market place, to the increased use of [biomimetic](#) engineering in product design and the need to reduce weight for [transportation and logistics](#). Industrial designers, product developers, and buyers (though under enormous pressure from consumers and industries) have an exceptional chance to make huge waves for design trends, the 2020's revolutions, and future design innovations. The paper/board industries are one marketplace that is not missing a beat; their industrial designers are utilising [new technologies](#), ideologies, and business models to stay on point and relevant for the current culture.

By embracing a holistic view point in your creations, as industrial designers you're able to create a [circular design](#) route that incorporates all the key points you need to sustain an eco-friendly and economically-viable future. You must ensure that any part of your product and its packaging is accountable for its eco-impact, has the ability to be re-invented or incorporated back in to nature, and plays a vital role in keeping the necessary balance for a sustainable future.

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What does the future hold for paper/board sustainability through design?

Paper honeycomb and paper/board products not only provide a biomimetic solution, but on which is symbiotic for sustainability and design for the future. Studies show that PH substrates radically reduce carbon dioxide emissions, but also create a technical way to store carbon and its harmful effects. Organisations such as [EMPHA](#) (European Manufacturers Paper Honeycomb Association) have created standards by which its members have to be held accountable to, giving us continued assurance of PH and paper/board [industrial design solutions](#) for a sustainable future.

E-commerce, online shopping, and food industries are just a few of the marketplaces powering design trends. It's their consumers' demands for a more transparent product experience and their heightened eco-awareness that is fuelling the innovations and design dreams of product developers, engineers, and industrial designers. Your answers to their call for eco-conscious products, branding, and packaging solutions will inherently propel the development of sustainability through design.

This, in turn, is re-connecting industries through the increased need for B2B protective packaging solutions. Not surprisingly, paper/board substrates - due to their natural lightness - can create substantial weight reductions in [global transportation and logistics](#). They are thereby not only reducing your products' carbon footprints and waste, but generating economic benefits for industries and professionals. This helps us to solidify our relationships and universal goal for sustainability through design.

Even though there has been some uncertainty about paper/board's place in the new eco-conscious era of design trends, the 2020's sees its uses being solidified over the coming years, playing a major role in the future of design. However, it is all of us (especially you, packaging specialists, buyers, industrial designers, engineers, and product developers) who are going to ensure circular design methods, new technologies, sustainable raw materials, biomimicry, and more are a part of our future innovations in product design, industrial design, and packaging.

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