

**Univenture**  
Inventing & manufacturing

UniKeep LLC • EcoEndure™ • Safety-sleeves • EnvyPak™



**Gone green.**  
20 years of responsible packaging.

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# Delicate balance in being green

- ✓ sensible and effective package design,
- ✓ appropriate selection of materials,
- ✓ production & automation considerations,
- ✓ product functionality.





# Univenture 20 years of being green

## Reduce – reduction in materials & processes

- ✓ Invention and patent of Safety-sleeve® packaging has led to variations beyond the jewelcase, reducing materials and weight by over 80%.
- ✓ changes must add value to the packaging:
  - ✓ increasing product functionality,  
“reduce one time use and throw away”
  - ✓ disc protection,
  - ✓ branding flexibility.



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Reduce – providing material options that improve environmental impact

- ✓ 100% recyclable polypropylene
- ✓ 100% biodegradable polypropylene
- ✓ EarthFirst PLA (poly lactic acid) film made from plants
  - ✓ sustainable & renewable





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## Reduce – reduction processes

- ✓ U-1000 program reduces costs associated with inventory, processing, shipping, to create JIT packaging within disc manufacturing and packaging operations.
- ✓ development of packaging that complies with existing automation systems
- ✓ automation is important but not exclusively important
- ✓ packaging decisions must consider the customer





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## Reduce - delicate balance factors

- ✓ improving the environmental impact
- ✓ complying with automation
- ✓ reduction of excessive materials
- ✓ remaining economically viable





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## Reuse – increasing long term functionality

- ✓ Package functionality is important,
  - ✓ How will the package be used?
  
- ✓ Improve relevance of the package
  - ✓ Design considerations should consider long term use
  - ✓ How can you extend the live of the package,
  - ✓ improve the customer experience,
  - ✓ lengthen the powerful branding message?



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## Reuse – increasing long term functionality

- ✓ increase value of the product, package, customer experience, branding message
- ✓ packaging is more than a delivery wrap
- ✓ reduce “one time use and throw away”





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## Reuse – delicate balance factors

- ✓ Defining the value of the package beyond the store shelf
- ✓ Determining the value of “one time use and throw away materials”,
- ✓ what functions are relevant to the customer experience,
- ✓ features improve the purchase or repeat purchase
  
- ✓ Extend the life of the package!



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## Recycle – end of life

- ✓ Green can be gray,  
there is not one material or package application that is right for all products  
progress is not an option it is necessary
- ✓ Use of PLA, bio poly, recyclable content, recycled content
- ✓ Determine purpose, function of package, conditions to support material decision



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## Recycle – delicate balance factors

- ✓ Economical viability of materials or package
- ✓ Relevant to functionality of the package
- ✓ Ease of disposal, recyclability
- ✓ Impact on environment
  - ✓ Sustainable, renewable
- ✓ Costs and impact in production, use and disposal
- ✓ Ease to consumer, disposal must be relevant to audience.

# A Convenient Solution

## *Univenture Partners with Plastic Suppliers*

The properties of EarthFirst® made it the perfect material to enclose Paramount's release of former Vice President Al Gore's documentary entitled "An Inconvenient Truth: A Global Warning". The typical plastic DVD case was shunned by producers and Mr. Gore in favor of minimal packaging in a recycled cardboard sleeve. Sealing this sleeve for retail in clear EarthFirst® PLA film would wrap up the whole message perfectly.



EarthFirst® PLA film made with Ingeo™

"An Inconvenient Truth" landed on retail shelves enclosed in a distinctive EnvyPak I sleeve made with EarthFirst® PLA Film from Plastic Suppliers. Both the high-profile documentary DVD and its packaging send a powerful message about the environmental impact of many everyday choices.



# Univenture 20 years of being green

- ✓ Packaging partner selection criteria:
- ✓ Proven track record of delivered successes
- ✓ Continually provide relevant solutions
- ✓ Must be Authentic!  
avoid “greenwashing” and insincerity

