

ENVIRONMENTAL ISSUES

Ross-Ellis environment campaign

Ross-Ellis has recently announced its campaign for more environmentally friendly media packaging, which includes its 'Chain of Custody' certification from the Forest Stewardship Council (FSC). This guarantees that any new fibre in the paper or board Ross-Ellis uses comes from environmentally responsible forest operations.

"Environmental awareness is growing quickly among consumers and retailers, and there is a greater receptivity to green packaging," says

Frank Salvaggio, general manager. "That's why we are making a point of letting people know about our available products, as well as the practices and processes that we have developed over many years to protect the environment."

The company is also developing more products with high consumer appeal that are



Looking after forests with responsible packaging

better for the environment, such as its new DVStar and CDStar products. These hold more discs in fewer trays, use less board and plastic, and occupy up to 55% less space than more traditional forms of DVD and CD packaging. Their lighter, slimmer format lowers shipping and warehousing costs and results in less fuel being consumed during transportation.

"Most consumers who buy DVDs or CDs buy them to keep indefinitely," says Salvaggio. "We're proving that packaging that uses renewable resources and less material is also highly resistant and attractive. It is possible to have an entirely recycled DVD and CD package."

www.ross-ellis.com

Gaiam goes for Napco 'fitter' packaging

Gaiam, well-known for distributing fitness titles, and with over 45% of that market, has announced its decision to go for Napco's ECOtray with five new fitness titles. This, says Gaiam, makes it the first major supplier in this sector to leave the Amaray-style case.

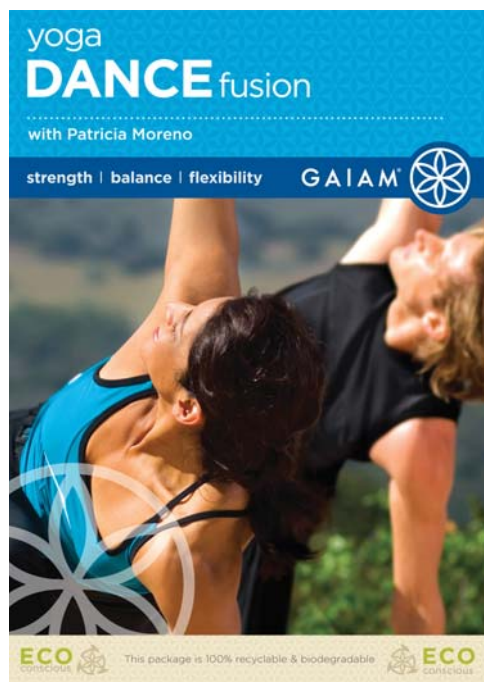
"As a consistent leader in providing self and community-improving products, Gaiam actively searches

for ways to improve their socially conscious media," says William Sondheim, president of Retail Distribution and Direct Response Marketing. "The most visible and immediate way to demonstrate our continued commitment to environmental sustainability is eco-packaging. Being the first to implement it, we hope the impact of this eco-conscious move will lead other distributors down a similar path."

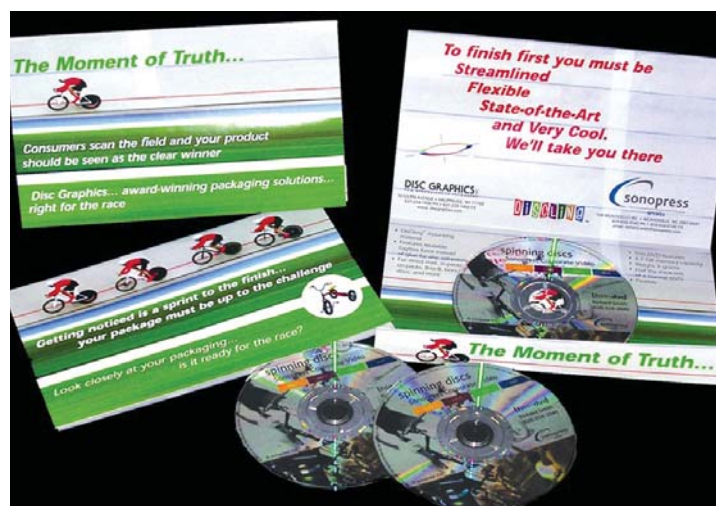
Napco's 100% fully recyclable and

biodegradable packaging is lightweight, tough and resilient, and designed to make the smallest environmental footprint possible, says the company's EVP Jerry Pearce. "Our ECOtray is used for a number of Gaiam titles on CD and DVD, and we provide them with the complete fulfilment service, from buying in the discs through to shipping out the labelled product. This product has been very well received, and very popular. We have had a great deal of interest in this as people start to look for responsible packaging alternatives worldwide."

www.napcousa.com



Fitness in packaging as well as in body



Streamlined and flexible mailing

Flexibility in direct mailing with DisCling

Disc Graphics and Sonopress in the US have come up with a flexible solution for direct mailing of discs – using DisCling technology with the Flexible-Thin Disc. DisCling, created by Alexandra Gordon, president of Disc Mount, uses a special clear polymer to make a disc stick to the substrate of choice. It has a smooth, clean surface and is free of any type of adhesive. Very importantly, the smooth surface protects the delicate side of the media.

Discs are immediately accessible, and can be taken on and off the DisCling surface repeatedly. That

technology can be coupled with a Flexible-Thin DVD, half the thickness of a traditional DVD, as offered by Sonopress. This provides a mailing packaging weighing only less than one ounce.

John Rebecchi, senior VP at Disc Graphics, a licensor of the Disc Mount technology says, "Without the use of a hub or sleeve, DisCling mounting material is a reusable, non-obtrusive substance that allows for a clean, high-tech appearance. CD, DVD, Blu-ray and HD imprints or labels can easily be integrated into surrounding art, offering designers new opportunities to get their discs noticed."

www.discmountinc.com

Inbrief

RADIOHEAD is rewriting the concept of music – and packaging – at retail. The band recently released their new album, *In Rainbows*, available to download, but at no fixed price. Consumers were invited to pay whatever they thought the album was worth, but there are no figures available at the time of writing. In addition, for £40, true fans can buy a made-to-order Discbox containing the new album on CD and on two 12-inch heavyweight vinyl records. A second CD contains more new songs, along with digital photos and artwork. The box also includes artwork and lyric booklets, encased in a hardback book and slipcase. www.inrainbows.com

J NICKERT GMBH has announced that a German court has dismissed an action against the company by Pozzoli SpA, in which it was claimed that the former offended a Pozzoli patent by offering a Mediobook case with a booklet glued to the spine and capacity for up to six discs with glued-in overlapping data carriers. Nickert had to cease the marketing and distribution of these cases, but defended itself by claiming that they used a completely different and not comparable system. This claim was confirmed by the Oberlandesgericht Düsseldorf, enabling Nickert to offer Mediobooks with overlapping data carriers without any limitations. www.nickert.de

THE EDD GROUP in Germany has announced that it owns the exclusive rights to produce the new Starcase for Europe and the US. This robust new case can be manufactured with a number of extra finishing options, including spot lacquer, embossing, silver foil, glitter lacquer, and leather-look. The case accommodates a number of formats, including multi-disc cases holding up to six discs and products such as memory-cards, SIM cards, and USB sticks. www.starcase.eu

KOHMANN GMBH has introduced its newest system – the Miniplace, for placing up to three CD or DVD trays onto cardboard backing folders, or two trays and a booklet. The machine offers speeds of up to 5,000 tray placements per hour for each lane, along with quick changeover times and a compact design with a U-shaped delivery so that it can be run with only one operator. www.kohmann.de

REDUCING PACKAGING

Nexpak promotes materials reduction with new products

Nexpak has announced the expansion of its STACKpak product line to include two new disc case sizes: the STACKpak 21mm case (for up to six discs) and the STACKpak 15mm (for up

to four discs), with the same dimensions as Nexpak's standard Amaray DVD case. The STACKpak system requires no disc trays, thus reducing packaging materials by up to 60%.

"The STACKpak reduces the amount of waste that results from packaging damage at retail compared to the previously used paper-board boxes that were the standard for PC games years ago," says Shelli Kaiser, executive director of marketing. "The STACKpak is also a true 'keep-case' that adds value since the case is used to store discs so it is part of the product itself and is not discarded after purchase."

The STACKpak is made of fully recyclable, pure, clean polypropylene resin and submits to the CDSA certification programme guaranteeing non-toxic, contaminant-free plastic media packaging. www.nexpak.com

Reducing packaging materials with the STACKpak from Nexpak



Greener choice with Shorewood Packaging

The greenchoice initiative introduced by Shorewood Packaging, a business of International Paper, is proving to be a success throughout the entertainment industry.

"Environmental issues are very well received by our customers," says director of marketing services, Linda Lombri. "We have discussed our greenchoice initiative with nearly 30 home entertainment providers, who are really taking the lead on environmental concerns in our industry."

Shorewood looks at issues such as packaging size and number of components as well as materials; creating smaller footprints for retail displays; and examining the entire supply chain for ways in which companies can be environmentally responsible.



Going for the greener choice in entertainment

"We named the program 'greenchoice' because it really is all about options," said Bob Anstine, vice president of marketing and business development. "Weighing the costs

and benefits of going green involves a series of complex choices, each with a different impact on both the product and the environment."

www.shorewoodpackaging.com

ejector Systems going independent

The new ejector Systems has announced that it is entering the market as one of the world's largest suppliers of CD and DVD packaging systems with new owners, optimised distribution structures and an improved service concept.

Following the acquisition of ejector GmbH, the company is now independent of Intenso GmbH.

Nils Heitmann, who has been appointed as general manager for the company, says, "After obtaining its independence from Intenso, ejector Systems

now has the opportunity to offer its products and services on a level playing field. We will therefore soon be introducing an optimised sales concept as well as launching new product variants on the basis of our patented e-slimcases."

www.ejector.de

SHOW REVIEW

Packaging steals the show(s)

Two recent events both featured packaging developments, with discussion panels made up of various industry executives and journalists. Austrian-based media manufacturer kdg held its annual media talks at the DaTARIUS headquarters Austria. The talks, 'Focus on Excellence,' attracted over 70 attendees from throughout the kdg customer base, including content owners and distributors.



L-R: Hindkjær, Fournillier, Leesberg, Maddox, Finley

One session featured packaging in relation to the future of physical media, with opening remarks by *MediaPack* editor Elizabeth

Toppin. The panel, moderated by Andres Stumptner, editor of *videomarkt*, included Toppin, along with Martin "Timmy" Treu, VP of

Pozzoli; Jean-Luc Renaud, publisher and editor-in-chief of *DVD and Beyond*; and Robert Knapp of SAD GmbH.

security. The panel was moderated by Guy Finley, formerly of the CDSA, and included Sean Maddox of AGI, Jean-Noel Fournillier of Key Solutions, Vincent Leesberg of Nexpak, and Per Hindkjær of Scanavo.



L-R: Renaud, Toppin, Stumptner, Treu, Knapp

"I was delighted that MediaPack was invited to participate in what was a very useful and informative event," says Toppin. "A smaller audience offered the opportunity for more interaction; the presentations were excellent and the attendees very enthusiastic."

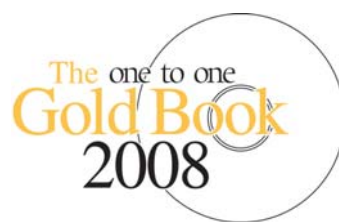
"It was a pleasure to participate in the ESCA conference in Madrid," says Hindkjær, "as it was good for meeting colleagues in the business and getting an update on important issues in a short time. The conference was well organised and we always welcome the opportunity to be heard on a panel regarding packaging!"

Earlier in the month, the ESCA show in Madrid also featured a packaging panel – this one focusing on

Gold Book directory launches soon

The 21st edition of *The Gold Book*, from the *One to One* group, launches this December with a special discount for *MediaPack* readers.

optical disc industry in one book and *MediaPack* readers qualify for a 20% Early Bird Discount for orders taken before December. *The Gold Book 21* contains fully updated listings of media manufacturers, equipment, materials and service suppliers for the media manufacturing industry including an



extensive coverage of packaging and packaging equipment.

The Gold Book 21 is available via the *One to One* and *MediaPack* websites as part of the *One to One* group's extensive online experience. Readers can find online issues of the current and back issues of *MediaPack* at www.mediapack-online.com.
Goldbook 21 www.oto-online.com
MediaPack www.mediapack-online.com