

BUSINESS DEALS

Slider success for Stora Enso

In keeping with the move towards more environmentally responsible media packaging, SONY BMG is selling a growing number of its titles in Stora Enso's DBS Discbox Slider case, made from 100% paperboard. In 2007, the company launched more than 300 titles in Europe in the DBS case – 6.4 million units in total – and these huge volumes are met by automated packaging solutions from Stora Enso Media Solutions.

"We are looking at environmental and cost-efficient packaging as sales increasingly switch to digital," says Jörn Hermelbracht, senior director Supply Chain Services, SONY BMG

European Services. "This is married with more deluxe packages as a way to differentiate from the digital market. DBS adds a point of difference at retail and has a strong visual presence in store. It is a new range that retailers are very supportive of."

Matti Koski, director, Stora Enso Media Solutions, explains the environmental advantages of the DBS: "The primary function of packaging is to effectively protect the valuable content," he says. "Besides being renewable and recyclable, the sustainability of DBS lies in our wood procurement based on sustainable forestry, the certified environmental management systems at our mills, the use of best available techniques

and the high share of bioenergy in board production."

In disc packaging, Koski points out, further environmental benefits can be achieved in logistics, as the DBS case has no plastic parts, weighs only half as much as a jewel case, and takes less space than a standard plastic CD case. Stora Enso has conducted in-depth research that indicates that it is possible to significantly reduce the CO₂ emissions of disc packaging by

using the board-based DBS case instead of the standard plastic jewel case. The DBS fossil CO₂ emissions are only 10% of the CO₂ emissions of a jewel case.

For further details on the DBS CO₂ emission study or any DBS information, contact Matti Koski on +1-404-536 1505 or e-mail matti.koski@storaenso.com.



Titles from international music stars in the DBS Discbox Slider case



Packaging for the movie and the TV series

D'oh! The Simpsons go to BDMO

BDMO has been chosen by 20th Century Fox Home Entertainment to manufacture the outer packaging of *The Simpsons Movie*. "This step is a further confirmation of our sophisticated customer and product orientation," says BDMO's CEO Geert Casselman. "It shows great confidence in the capabilities of a company to be entrusted with such an important release."

In addition to the packaging for this major Hollywood title, BDMO has

also been appointed to provide packaging for all seasons of *The Simpsons* on TV.

"Due to this renewed proof of our expertise, we expect to provide the packaging for a number of further blockbusters in 2008, from Hollywood studios and other companies," says Casselman. "With our recent developments and expansion in international distribution, we are ready to meet all challenges."

www.bdmo.com

Rhino: Packaging the Grammys

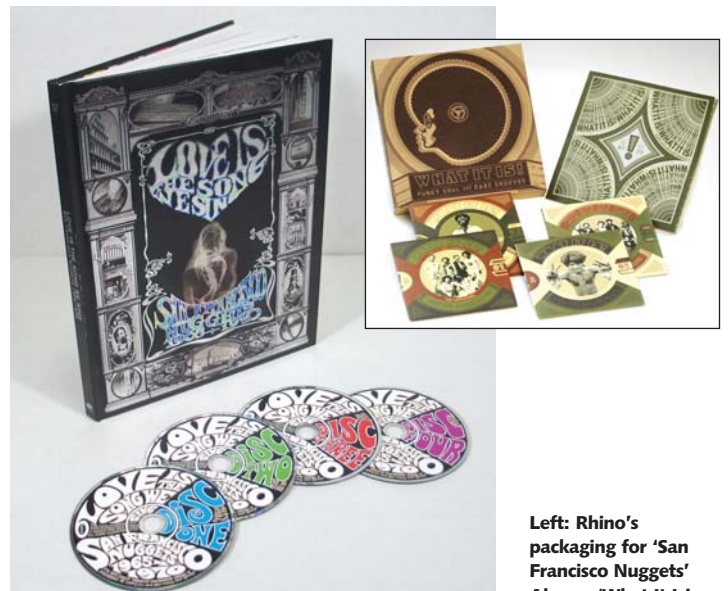
This year marks the 50th Grammy Award ceremony, due to take place just as this issue of *MediaPack* goes to print, and the line-up of nominations feature some spectacular packaging.

Rhino records has several nominations in various categories, including Best Recording Package – *The Dio Years*, Masaki Koike, art director (Black Sabbath), and Best Boxed Or Special Limited Edition Package – *What It Is!*:

Funky Soul And Rare Grooves (1967-1977), Masaki Koike, art director (Various Artists).

In addition to these two entries, Rhino also features a number of categories, including the Best Historical Album category with a nomination for the elaborately packaged *Love Is The Song We Sing: San Francisco Nuggets 1965-1970*, Alec Palao, compilation producer; Dan Hersch, Bill Inglot and Dave Schultz, mastering engineers (Various Artists).

www.rhino.com



Left: Rhino's packaging for 'San Francisco Nuggets' Above: 'What It Is!'

Inbrief

The CONTENT DELIVERY AND STORAGE ASSOCIATION (CDSA) has approved a standard whereby they are certifying plastic DVD boxes as being free of hazardous materials. There are, says the CDSA, boxes in the marketplace that do contain hazardous materials, and which are not coming through normal, legitimate channels. Following extensive testing by Milliken & Company, the CDSA has developed a standard and a procedure to have independent laboratories test DVD boxes and certify them free of hazardous materials. Companies with certified plants are AGI Polymatrix, Carthuplas, and Nexpak. VIVA Magnetics has applied and laboratory test results are awaited. www.contentdeliveryandstorage.org

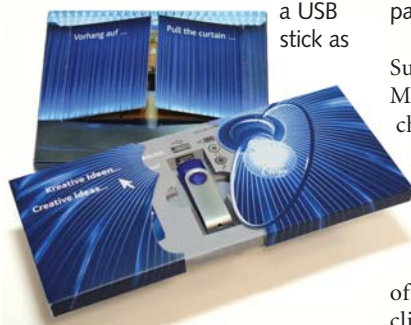
THE BELGIAN-FRENCH BDMO group has been expanding its European operations with the appointment of representatives in Germany and the UK. Maurice Hahn, an experienced specialist in the home entertainment business, has been appointed as the representative for Germany and will also develop and drive the businesses in the Netherlands, Austria and Switzerland. Simon Valley, a highly experienced and acknowledged specialist of the home entertainment industry, has been appointed as the UK representative. "Such a collection of industry knowledge and expertise is evidence of BDMO's continuing outstanding performance and success," says Geert Casselman, CEO of the BDMO Group. www.bdm.com

THE NATIONAL ASSOCIATION OF RECORDING MERCHANTISERS (NARM) and the Recording Industry Association of America (RIAA) have been working collaboratively as part of a Sustainable Packaging Working Group, with the objective of encouraging the development and adoption of more environmentally-friendly packaging. NARM and the RIAA have conducted a survey of manufacturers, retailers and wholesalers to determine the landscape and impact on automation equipment. Because paper and printed product is a major component of packaging, an initial short-term point of focus and action has been on exploring the use of ecologically friendly paper with the use of vegetable-based or other inks presenting a lower level toxicity. www.nam.com

INDUSTRY NEWS

topac trainees convince by innovation

German-based topac, part of the arvato group and developer of special packaging, recently held a competition for its trainees, who were challenged to "develop and submit within seven weeks a high-quality packing solution for a USB stick as



The winning package

customer gift". The two teams ('curtain up' and 'creative ideas'), made up of digital media designers and packaging mechanics, were instructed to create the most imaginative, most attractive, and most functional packing solution.

Susanne Klose, director Sales and Marketing, who spearheaded the challenge, was delighted with the results. "Both results are completely outstanding," she enthuses. The winners were Markus Blomberg, Svenja Gehrman and Donald Bosch of team 'creative ideas', and the clincher for their victory was an innovative opening mechanism.



The winning team - 'creative ideas'

"The high-quality packaging intended as gift surprises by a symmetrically arranged, double-sided slipcase, which emphasises the attractiveness of the gift when it's opened," says Klose. "The second placed product by Nico Woerdemann, Daniel Herzig, both beginning packaging mechanics, and Benjamin Pahnke, in training as digital media designer, is almost equal to the winning product in its functional originality and aesthetic shaping and will go into production this year." www.topac.de

Something completely different from St Ives

UK-based St Ives has produced a Monty Python box set for Sony Pictures Home Entertainment (SPHE), following close collaboration to create the packaging for a new, limited edition, monster size set. The box set, *Everything ever in one gloriously fabulous, ludicrously definitive, outrageously luxurious Monty Python box set* is presented in a distinctively shaped presentation case and features typically bold and charismatic 'Pythonesque' artwork.



Gloriously fabulous and ludicrously definitive

The set features every single Monty Python film and TV programme ever made, and includes formerly unseen footage and interviews with members of the cast. The DVDs, along with an

inflatable 'dead parrot' and exclusive t-shirt, are contained in seven different-sized drawers that coordinate with the outer-casing's novel shape.

"The entire collection has never been sold like this before and St Ives

succeeded in creating fantastic packaging to ensure that Monty Python fans couldn't fail to spot," says Angel Llewellyn, head of Creative Services, Sony Pictures Home Entertainment.

"The complex design by Hicksville made it a complicated job, but having worked with St Ives in the past and seeing their extensive manufacturing and design facilities, we knew that it had the best capacity for carrying out a project as exceptional as this. We were also reassured by its commitment to sourcing from sustainable forests and ensuring that the substrates used are environmentally friendly." www.servicegraphics.co.uk

New appointment at Sony

Peter Schlessel has been appointed president, Worldwide Affairs at Sony Pictures Entertainment, and will take on the additional responsibility of overseeing key corporate-wide initiatives and identifying strategic opportunities for the company. He will report directly to Michael Lynton, CEO and chairman, and Amy Pascal, co-chairman.

"This promotion reflects the importance of co-ordinated, strategic planning across all of our lines of business, and Peter is the perfect person to partner with in this effort," says Lynton. "He has become a key player in many aspects of our overall business, and in this new position he will be able to help Amy and me manage and grow the company in a more efficient and profitable way."



Peter Schlessel

www.sonypictures.com

Schlessel has held several key senior positions at Sony Pictures, and has played a key role in such studio successes as *The Wedding Planner*, *Crouching Tiger, Hidden Dragon*, and *Terminator 3: Rise of the Machines*.

ENVIRONMENTAL PACKAGING

A "better future" from Pozzoli

Pozzoli has launched its new eco-friendly packaging solutions – the Ekoline range. These not only retain all the qualities of its standard products but are also compatible with sustainable development. The components do not need to be separated and, therefore, are easy to recycle.

Forest Stewardship Council certification guarantees that every tree cut down to produce the paper used in the Ekoline products comes from forests that are managed "effectively and responsibly, in accordance with rigorous environmental, social and economic



Standard features compatible with sustainability

standards," and that every stage in the process – from converting to marketing – is documented in

compliance with CoC (Chain of Custody) guidelines. www.pozzoli-spa.com



A host of sustainable features

AGI launches Digipak i-Save

AGI Media, a leading supplier of packaging and creative services for the home entertainment industry, has launched a new line of packaging – the Digipak i-Save – with a host of sustainable features.

Shorewood expands environmental range



Green Toolbox criteria

Shorewood Packaging, a business of International Paper, has introduced two new additions to its 'green' packaging portfolio for CDs and DVDs: the REPAK and the Flip-Pak, developed under the

greenchoice Environmental Solutions programme, designed to reduce freight costs, material costs and waste.

"The home entertainment industry is on the forefront of new trends because its offerings are consumer and artist driven. The industry is constantly seeking ways to positively contribute to environmental initiatives. Shorewood is pleased to offer options for customers who want to reduce costs, energy, materials, and waste," says Greg Chup, Shorewood product development manager.

Both packaging options are made from third-party certified, renewable

virgin paperboard or recycled board, and use renewable inks and coatings, and meet the greenchoice 'Green Toolbox' criteria, which provide customers with actionable ways to simplify packaging while offering alternative materials to meet sustainable packaging requirements.

"We take our role as responsible corporate citizens seriously," says Robert Anstine, Shorewood VP of marketing and business development. "Our goal is to help our customers make choices that benefit their business as well as our world. Our talented team is expanding the tools in our greenchoice Toolbox by thinking both inside and outside the box, constantly developing new approaches to packaging and displays that are compatible with the environment."

Shorewood has also introduced its greenchoice PDQ ('Pretty Darn Quick') counter display and power wing self-shipper.

www.shorewoodpackaging.com

Finnish Elisa moves to DBS

Finnish communications and ICT company Elisa is changing to new, environmentally sound packaging and mailing solutions by using board-based DBS cases for packaging its broadband, mobile phone and cable TV products. The disc cases are produced by Stora Enso Media Solutions.

Most of Elisa's broadband, mobile phone and cable TV products include booklets, SIM cards and optical media. In early 2007, the company conducted a market survey that clearly showed that end users and partners wanted more environmental friendly solutions for packaging and mailing of the materials. Elisa also sought savings

in transport costs by using lower weighing packages.

"Elisa operates in accordance with the environmental management system ISO 14001. The shift to the new, environmentally friendly DBS cases contributes to our goal of taking the environmental aspect into consideration throughout our operations," says Anne Korkiakoski, communications director at Elisa.

www.storaenso.com

With this new range, AGI Media presently offers customers three different solutions in CD or DVD tray construction: a biopolymer material, which is both biodegradable and compostable, and exclusive to AGI Media; a 100% recycled polystyrene; and a recyclable tray with positive-locking system.

In order to meet its customers' range of sustainability needs, says AGI, the i-Save products are available in 100% recycled paperboard, or customers have a choice of other environmentally friendly paperboard that is third-party certified. Also, in keeping with their high sustainability standards, AGI Media uses only soya vegetable inks and a water-based lacquer finish on Digipak i-Save packs.

"There is a clear demand for media packaging that reflects a company's concern for and response to environmental issues", says Martin Brill, sales and marketing director, AGI Media Europe. "As a global leader in innovative packaging solutions, we have the broad capabilities and necessary expertise to bring our customers' packaging solutions to life. The development of the Digipak i-Save product is a perfect example how AGI Media and its parent company, MeadWestvaco, help our customers deliver their sustainability and overall brand promise to the marketplace."

www.agimediamedia.com