

The greening of media packaging

This issue of *MediaPack* is dedicated to the growing concerns about the environment and our photo gallery celebrates some of the many packaging options that are being developed which, one way or another, take into account CO₂ emissions, reduction of materials, recycling, and transportation issues.



BDMO's contribution to environmental protection and reduction of fossil resources for all DVD and CD Packaging: the BluSky Pack. This new packaging provides an environmental friendly carton as well as a tray completely manufactured in natural materials. The BluSky Pack can be recycled in full, and is immediately available for CD and DVD formats.

The BluSky Pack comprises high additional value being attractive for customers and consumers and is again a significant new evidence for BDMO's innovative power meeting the requests of the future.



Pozzoli's first 'official' full Forest Stewardship Council production is a special package for the documentary film '500 nations' and is composed of a slipcase and a DVD Coverstak. The DVD Coverstak is a type of flipbook, with 4 FSC cardboard DVD trays to hold 4 DVDs. It is manufactured using FSC certified board only and has a proper FSC logo on its slipcase; every stage in the process – from converting to marketing – is documented in compliance with CoC (Chain of Custody) guidelines.



AGI Media's new DigiPak i-Save comes in three options for both CD and DVD: 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. The range is available either in 100% recycled paperboard, or environmentally friendly paperboard that is third-party certified. Only soya vegetable inks and a water-based lacquer finish is used on DigiPak i-Save packs.

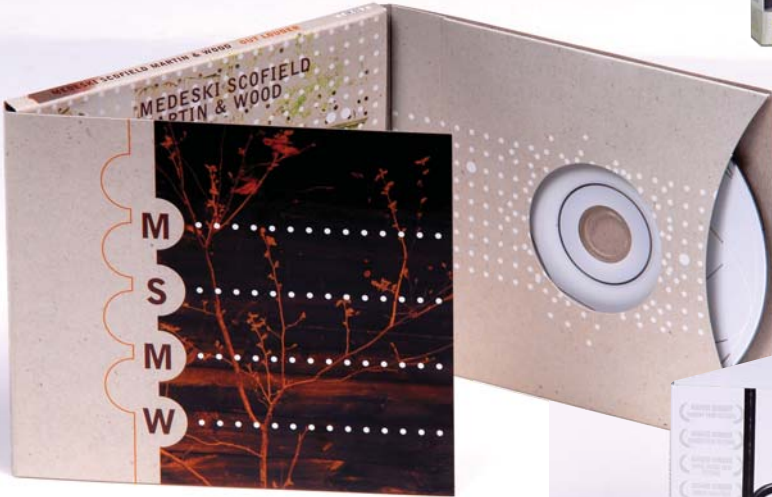


ejector Systems GmbH & Co KG provides ejector solutions that are 100% recyclable and provide optimum damage protection for discs through practically indestructible cases. Bending stress and contact with the sensitive data surface are effectively prevented by suspended storage and the patented removal system with release lever. The packaging and archiving systems have both won numerous international design prizes in the past several years, and the company has been distinguished several times for its exclusive use of environmentally friendly materials and especially ecological manufacturing procedure.

Ivy Hill's Soft-Pak is currently very much in demand, made from renewable paperboard, and can range from all virgin fibres to 100% PCW fibres. Used Soft-Paks are very easy to recycle into new paper products and the Wal-Mart Sustainable Packaging Scorecard gives the Soft-Pak a much better score than the traditional jewel case.



Napco's 100% fully recyclable and biodegradable packaging is lightweight yet durable, creating the smallest environmental and carbon footprint possible. Central to the ECOtray's strengths is its patent-pending FIBERlok hub, which offers superior disc retention even during the most rigorous drop testing. The hub can withstand continuous use without collapsing or breaking, and the ECOtray has also passed environmental testing for heat and humidity. The fine pulp molding process provides the tray with an extra-smooth finish and consistent shape and form for optimized disc packaging automation. A specialised surface sealing process prevents paper fibers from lifting so that the discs remain clean and completely protected from any scratching or abrasion.



Ross-Ellis use exclusively FSC Certified paper as well as increasingly using 100% recycled board. Digipak trays are now available in 100% recycled plastic, with other trays (CDStar, DVStar, DiscBookLite) soon to follow. The company encourages its customers to use more board packaging, and the DVStar and CDStar are great improvements over traditional alternatives in terms of their reduced weight, volume and use of materials.





Shorewood is well established in the field of environmentally friendly packaging, with its greenchoice initiative. Its latest packaging options are made from third-party certified, renewable virgin paperboard or recycled board, and are manufactured with renewable inks and coatings. The Flip-Pak is designed to be environmentally friendly, and its unique slide-out design for discs increases sustainability because it eliminates the plastic hub. The disc sits directly on the board, so it is protected from scratching, and a pop-up mechanism presents the disc when the package is opened.

Stora Enso's DBS Discbox Slider is made from wood fibre, a renewable natural resource, and therefore has a lower impact on climate change than using plastic cases made from non-renewable raw material from fossil sources. Stora Enso has calculated that the CO₂ emissions of the DBS case are only 10% of those of a plastic jewel case. The space-saving design and low weight of the case also improve transport efficiency and save mailing costs. Other advantages are the large



printable area, the slim design, non-crackable material and very light weight.



topac's SlidePac is a new alternative to jewel cases for both CD and DVD. It is made from recyclable cardboard and with low production costs, as well as an environmentally friendly manufacturing process. The SlidePac is printable all its sides (including its spine) and can be fully automatically assembled.

Univenture's UniKeep HiDef Media Disc Case is made from durable polypropylene – including the rings – and holds up to six discs in interchangeable Safety-sleeve pages. Univenture has made commercial products or packages, bags, sleeves, pockets, and moulded products including flexible packaging, out of an entire range of eco-plastic materials including biodegradable polypropylene, PLA, EBD plastics, recycled content plastics as well as other materials.



Warner Music Group developed a strategy to release all of its standard CD and DVD products in the US with ecologically-enhanced paper packaging by the end of March last year. With this, along with changes inside the company's offices that reduce paper use and promote recycling, the company successfully attained a goal toward which it has been steadily building. WMG also announced the development of a new company-wide programme to reduce or offset greenhouse gas emissions associated with global climate change, beginning with a 'carbon-neutral' Grammy party.

