



Delivering hands-on tools and practical direction towards sustainable packaging design systems thinking.

The 2009 Sustainable Package Design Workshop provided critical guidance to structural and graphic packaging designers to help them meet the new realities of sustainability in packaging and provide practical tools to successfully use systems thinking to incorporate sustainability into their own practices. The workshop bridged sustainable packaging concepts with everyday practice of using “responsible, sustainable” design principles as a logical extension of their package design and development activities. Working across a variety of package material types and structures, the workshop provided valuable new resources to design, source, produce and deliver an environmentally responsible package that still offers maximum shelf impact.

The 2009 Sustainable Package Design Workshop Proceedings will afford the opportunity to learn what was behind these presenters’ statements overheard at the event...

“You must blend responsible package design with sound economics and with what consumers need and understand. Then, turn that into design best practices.”

Phil McKiernan, VP
Global Sustainability Solutions, Inc./PTIS



Rob Wallace, Managing Director
Wallace Church

“Just as packaging is getting a seat at the table, sustainable design that creates process and value efficiencies is getting the attention of the C-suite.”

“Our industry has done poor job of educating consumers that responsibly designed packaging is not waste”

Phil McKiernan, VP
Global Sustainability Solutions, Inc./PTIS



Rob Wallace, Managing Director
Wallace Church

“Why wait for a design brief? Take your ideas about sustainable design processes and material recommendations to your CPG customers and help them monetize it.”

“Begin the design process at the end...consider all end-of-life scenarios and then work your way back through the process to preserve all the value you’ve built in.”

Phil McKiernan, VP
Global Sustainability Solutions, Inc./PTIS



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