fuseneo
CUSTOM PACKAGING DESIGN

IT'S WORTH SWEATING THE

SMALL STUFF

BRENT LINDBERG | HEAD OF CURIOSITY AT FUSENEO

FUSE · NEO

TO BLEND OR MERGE

A NEW OR ORIGINAL CREATION

OUR NAME IS A LITTLE WEIRD, AND IN MOST WAYS WE ARE TOO

PANORAMIC PACKAGING PROCESS

THE PANORAMIC PACKAGING PROCESS

PROFIT & PLANET

PRODUCE

PROTECT

PRESENT

PERFORM

PANORAMIC PACKAGING PROCESS

PRODUCE

HOW THE PACKAGING GETS MADE AND PACKED

PRODUCE

SOME QUESTIONS TO CONSIDER

- Is the packaging right-sized to the product?
    - Headspace reduction
    - Slack reduction in flexible packaging
- What are some ways we can redesign the packaging to reduce waste?
    - Lightweighting rigid packaging
    - Down-gauge the film / paper / corrugated
    - Modifying die lines to use less material or better nest on a sheet or roll
    - Changing the secondary or tertiary packaging to reduce material and/or volume
        - Deeper is cheaper for RSCs
        - Shortening the minor (and possibly major flaps) without any impact on protection
- Where are there opportunities to use shared components across sizes and/or SKUS, and what are the impacts or trade-offs in doing so?
- What will it take/what are the impacts if we were to change the case counts (both from a machine capability and from a retailer acceptance POV)?
- Can the location of the packaging and product production be optimized, simplified, co-located?
- Are your production sites considering WAGES (water, air/gas, electricity, and steam) in their processes?
- How are your partners being utilized for innovation?
- What materials are available through your suppliers that are more sustainable?
- What equipment is available to invest in to make the process more efficient and sustainable?
- Can existing machinery be modified to accommodate new materials?

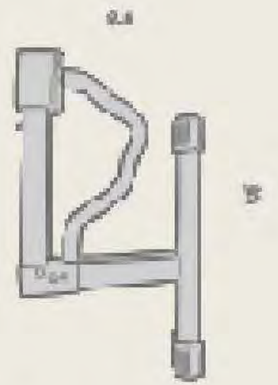
PRODUCE

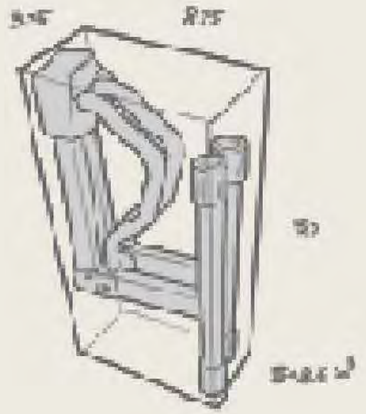
STRATEGIC DIELINE DESIGN EFFICIENTLY USES MATERIAL AND REDUCES MATERIAL SCRAP.

PRODUCE

AMAZON BASICS PRODUCT RECONFIGURATION USES RIGHT-SIZED PACKAGING.

BEFORE





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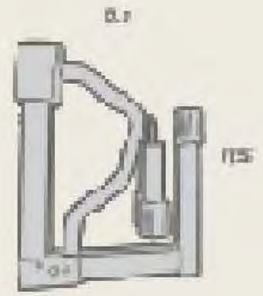
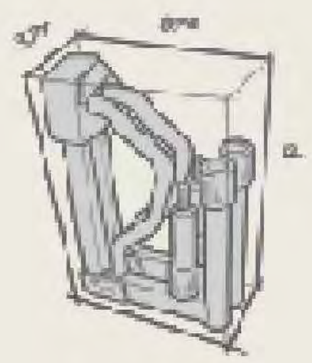




PRODUCE

KIND BAR PILOTED PAPER WRAPPERS USING EXISTING MACHINES.

PRODUCE

CROCS IS USING ALGAE INK FOR THEIR JIBBITZ PACKAGING AND SELECT RETAIL BAGS.

PRODUCE

FIJI'S SQUARE BOTTLE MAXIMIZES SHIPPING CONTAINER SPACE.

PRODUCE

SNACKBRANDS AUSTRALIA IS USING DISCARDED COOKING OIL TO PRODUCE ITS FLEXIBLE PLASTIC FILM.

PANORAMIC PACKAGING PROCESS

PROTECT

HOW THE PACKAGING AND PRODUCT MOVE AROUND AND STAY SAFE

PROTECT

SOME QUESTIONS TO CONSIDER

- Can the packaging material be reduced and still protect the product?
  - Evaluate and rank the right amount of acceptable damage (minor, major, and critical damage/defect)
- Can packaging reduce product damage?
  - Spoilage
  - Breakage
- Can racking or crates be nested or knocked down for return logistics?
- What is the right amount of shelf life for this product?
  - Challenge the baseline thinking for the product separate from the packaging. For example, a product that has extremely high velocity and a short supply chain likely does not need 2 years of shelf life
- What other materials can provide the necessary protection (oxygen barriers, UV protection, vibration, impact, etc.)?
- Are there adjustments that can be made to the product packout for efficiency or protection?
- What will it take to get additional cases per layer and/or layers per pallet?
- Can the master carton quantities be adjusted to provide a more efficient pallet pattern?
- Can large products be modified in a user friendly/easy to assemble way to optimize case size and pallet pattern?
- Can late stage differentiation create packaging efficiencies?
- Are the product and packaging dimensions optimized for retailer/carrier requirements?
  - SIPP requirements for e-commerce
  - Dimensional shipping thresholds

PROTECT

O'CEDAR MODIFIED THEIR PRODUCT TO CREATE A LOW-COST SHIPPABLE PACKAGE AND EFFICIENT PALLET PATTERN.

PROTECT

HEAVY BULKY PRODUCTS, LIKE MATTRESSES, REDUCE THE OVERALL PACKAGING GIRTH BY ROLLING AND COMPRESSING THE MATERIAL.

30 UNITS
PER PALLET

PROTECT

OXO RECONFIGURED THE PACKOUT AND REDUCED PACKAGING WEIGHT BY 38% AND INCREASED THE NUMBER OF UNITS PER PALLET BY 113%.

64 UNITS
PER PALLET

PROTECT

LENOX REDUCED DAMAGES BY 78% AND MATERIAL WEIGHT BY 83% SIMULTANEOUSLY BY REDESIGNING PROTECTIVE INSERTS.

BEFORE

AFTER

PROTECT

WINDEX USES THE SAME BRICK & MORTAR BOTTLE AS E-COMMERCE. USING A TWO PIECE SOLUTION, THEY REDUCE DAMAGE AND PREP MATERIALS.

PROTECT

DOLE FOOD COMPANY CUTS DOWN 85% OF PALLETIZING MATERIALS THROUGH A RECYCLABLE MACRO-PERFORATED AND STRETCH FILM.

PROTECT

GRAZA USES ALUMINUM AND PET TO PROVIDE EXCELLENT BARRIER AND BETTER DURABILITY WITH LESS WEIGHT THAN GLASS.

PROTECT

VITAL PROTEINS SWITCHED FROM A HIGH DENSITY PLASTIC TO A PAPERBOARD MATERIAL AND ELIMINATED THE SCOOP WHILE MAINTATINING THE BARRIER.

PROTECT

OFFICE DEPOT USED COMPRESSION AND STRAPPING TO REDUCE DAMAGE, PACKAGING SIZE, AND ASSEMBLY TIME.

PROTECT

CUMMINS IS USING REUSABLE PACKAGING AND RECONFIGURED PARTS AS A WAY TO REDUCE WASTE AND IMPROVE EFFICIENCY ACROSS THEIR SUPPLY CHAIN.

PANORAMIC PACKAGING PROCESS

PRESENT

HOW THE PACKAGING SHOWS UP FOR THE CONSUMER

PRESENT

SOME QUESTIONS TO CONSIDER

- Can standard four color process (CMYK) printing be used rather than using spot colors?
- How much can we reduce the label size without impacting purchase intent or sales?
- Are there options for alternative inks like bio- or water-based?
- Are there more sustainable ways to finish and decorate the packaging that aren't being used (varnishes, coatings, etc)?
    - Move from In-Mold to Heat Transfer Label
    - Shrink to Pressure Sensitive Label
- How can packaging ensure consumer confidence and safety?
    - Tamper evidence
    - Child resistance
    - Anti-counterfeiting efforts
- Can a sustainable change enhance the brand presence?
- Can an aesthetic change to the packaging structure also drive sustainability?
- What packaging adjustments can be made without sacrificing the sellability of the product?
    - Product visibility (windows)
    - Product retention (ties)
- How can packaging expand the merchandising (placement in a given store) and channel opportunities?
- Are the product and packaging dimensions optimized for retailer shelf and case pack requirements?

PRESENT

SAM'S CLUB CHINA IS REMOVING THE LABEL FROM THEIR BOTTLED WATER RELYING ON THE CASE PACKAGING TO PROVIDE NUTRITION FACTS, BRANDING, AND BARCODES.

PRESENT

SPRITE CHANGED TO CLEAR PET BOTTLES TO ADD TO SUPPLY OF MORE DESIRABLE CLEAR PET MATERIAL.

PRESENT

LIPTON USED THEIR SWITCH FROM GLASS TO PLASTIC TO REDESIGN THEIR STRUCTURE AND INCREASED SALES BY 49%.

PRESENT

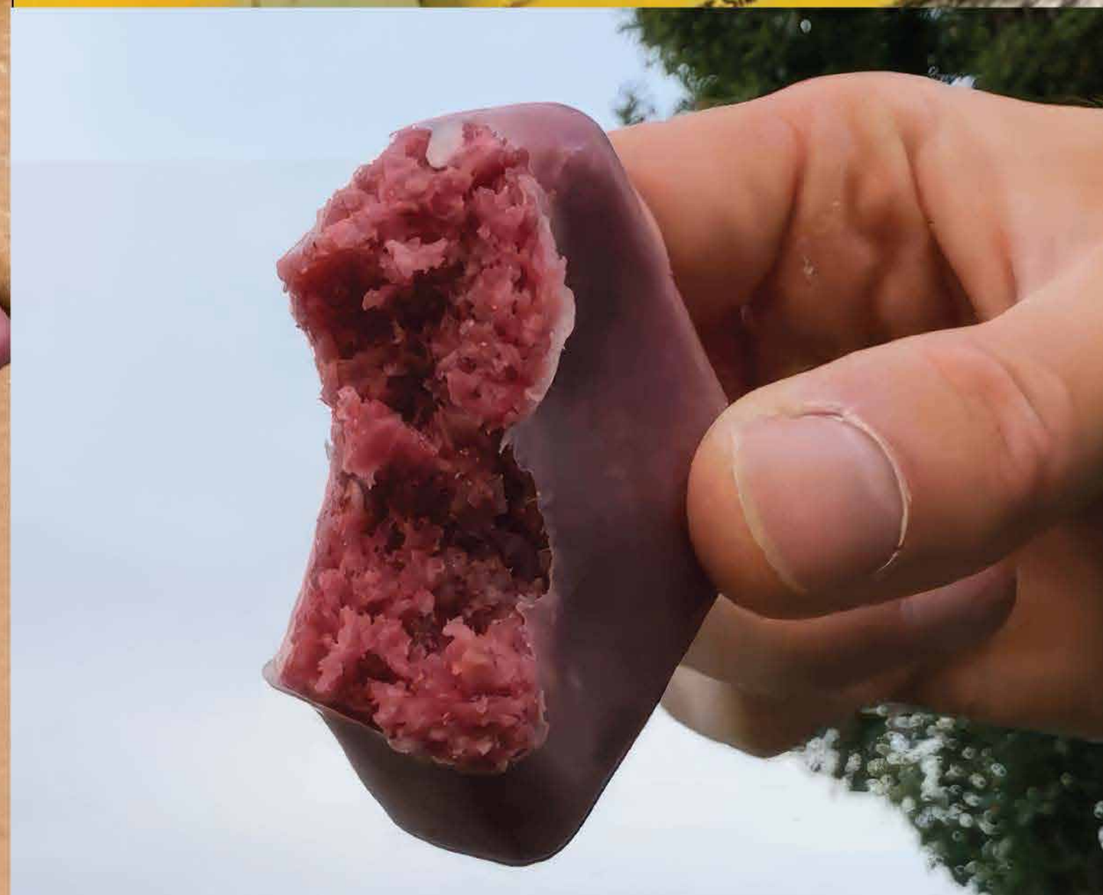
ELF USES THEIR TAMPER EVIDENT SEAL TO EXPAND MERCHANDISING PLACEMENTS.

PRESENT

SAMBAZON USES COMPOSTABLE MATERIALS WITH PACKAGING THAT CAN BE MERCHANDISED IN THE WELL OR ON SHELF.

PRESENT

ONE GOOD THING BARS USE AN EDIBLE, WATERPROOF BEESWAX WRAPPER AS PROTECTION FOR THEIR BARS.



PRESENT

TESCO USES THE DURABLE SKIN OF AVOCADOS TO LASER ETCH MERCHANDISING INFORMATION AND REPLACE STICKERS.

PANORAMIC PACKAGING PROCESS

PERFORM

HOW THE PACKAGING IS USED AND DISPOSED OF

PERFORM

SOME QUESTIONS TO CONSIDER

- Does the packaging material, structure, and assembly make it easy for consumers to disassemble and recycle?
- Can the packaging use the same material across all components?
- Does the packaging material match the function needed?
    - Temperature regulation
    - Refill
    - Reseal
    - Reheat
- Does the packaging match how the consumer is using the product and make it as easy as possible?
- What components can be eliminated and still offer a good customer experience?
    - Removing scoops from powders
    - Removing retention ties and clips
    - Removing windows
    - Removing printed instructions and using digital content
- Can the packaging support return or other sustainability efforts?
- Does the typical consumer need additional accessibility considerations?
    - Physical limitations
    - Accessibility constraints
- Who is the end consumer and how are they using the packaging?
    - Consumer
    - Delivery person
    - Factory operator
    - Construction worker
- Can the secondary packaging make inventory management easier and more efficient

PERFORM

HEINZ CHANGED THEIR KETCHUP LID IN THE EU TO A SINGLE MATERIAL MAKING IT RECYCLABLE.


Nutrition Facts
Serving Size 1 container (150g)
Amount Per Serving
Calories 100 Calories from Fat 0
% Daily Value*
Total Fat 0g 0%
Saturated Fat 0g 0%
Trans Fat 0g
Cholesterol 0mg 0%
Sodium 55mg 2%
Total Carbohydrate 12g 4%
Dietary Fiber 0g 0%
Sugars 11g
Protein 18g
28%
Vitamin A 0% • Vitamin C 0%
Calcium 20% • Iron 0%
Best by, see cup
Keep refrigerated
Please tear the sleeve off here to:
• recycle the paper sleeve separately from the cup
• read more about our story on the inside
PERFORM
SIGGI'S USES A PLASTIC CUP WITH A PAPERBOARD EXTERIOR WRAP, BUT INCLUDES CLEAR DISPOSAL INSTRUCTIONS AND A PERFORATED TEAR STRIP.

PERFORM

DISNEY ELIMINATED PLASTIC FROM THEIR DOLL PACKAGING MAKING IT EASIER TO ACCESS THE PRODUCT AND RECYCLE THE PACKAGING.

PERFORM

BETTER BATTERY CO. USES THEIR SHIPPING BOXES AS RETURN BOXES TO PROPERLY RECYCLE ALKALINE BATTERIES.

PRESENT

CABINET HEALTH'S DURABLE, CHILD RESISTANT CANISTERS ALLOW THE PACKAGING TO BE REPLENISHED BY LIGHTER WEIGHT, COMPOSTABLE POUCHES.

PERFORM

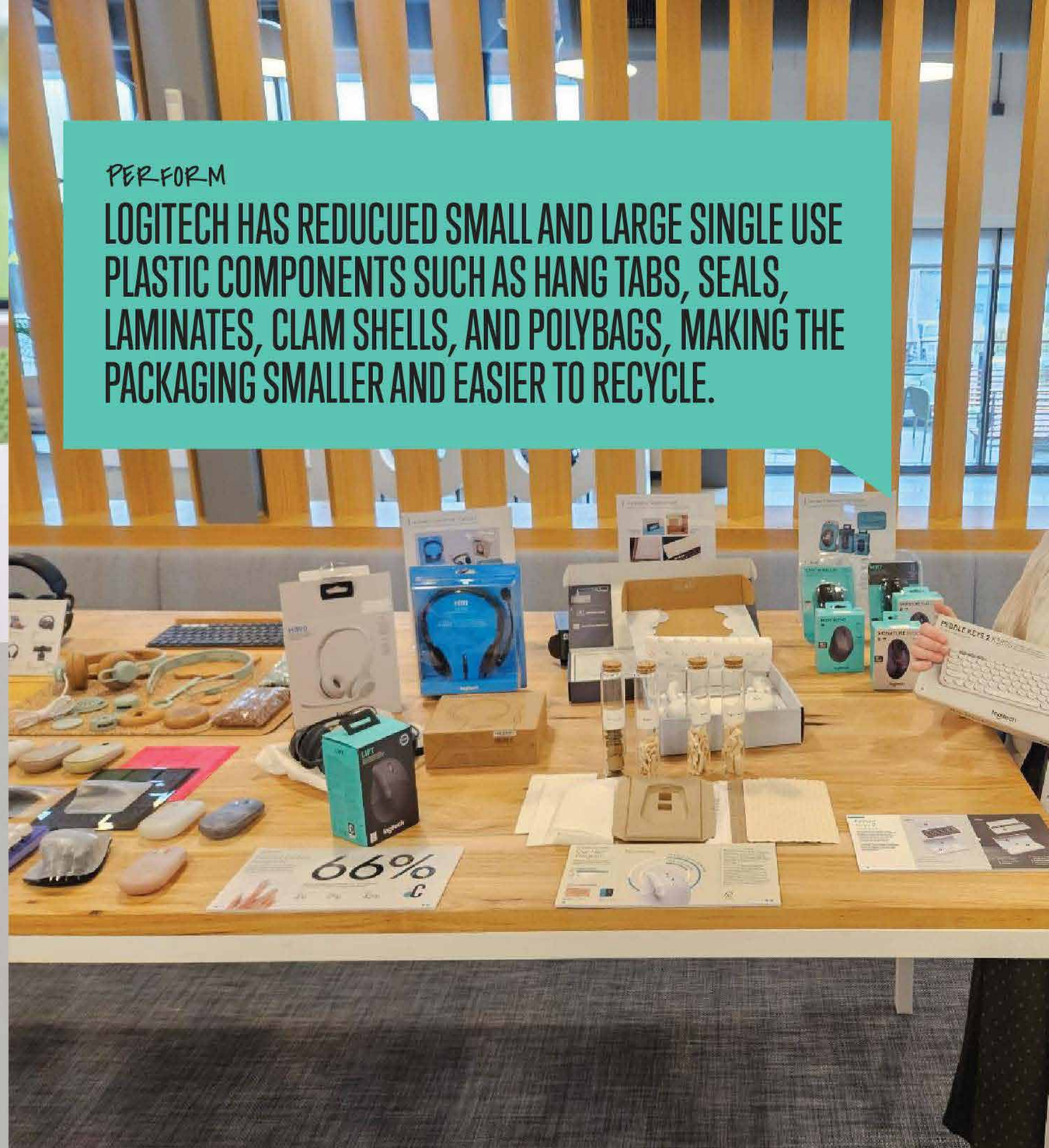
HEAD AND SHOULDERS REDUCED THE PLASTIC IN THEIR BOTTLES BY 40%. THE SWITCH ALSO REDUCES PRODUCT WASTE WITH A ROLLABLE BOTTLE.

PER-FOR-M

CAPS ARE REQUIRED TO BE TETHERED IN THE EU SO THEY ARE RECYCLED WITH THE BOTTLE.

PERFORM

LOGITECH HAS REDUCUED SMALL AND LARGE SINGLE USE PLASTIC COMPONENTS SUCH AS HANG TABS, SEALS, LAMINATES, CLAM SHELLS, AND POLYBAGS, MAKING THE PACKAGING SMALLER AND EASIER TO RECYCLE.



PERFORM

ENERGIZER ELIMINATED PLASTIC FROM THEIR BATTERY PORTFOLIO SIMPLIFYING ACCESS AND DISPOSAL FOR CONSUMERS.

PERFORM

ALEVE LAUNCHED THE FIRST MONO-MATERIAL BLISTER FOR THE HEALTHCARE INDUSTRY MADE OUT OF PET.

ALEVE®

FEMINAX

bij menstruatiepijn 275

PER-FOR-M

UNLIVER DEVELOPED A BLACK PIGMENT THAT IS DETECTABLE THROUGH SORTATION SYSTEMS TO MAKE THEIR BLACK HDPE BOTTLES RECOVERABLE.

PERFORM

BROOKFARM USES A MONO-MATERIAL POUCH COMBINED WITH A LABEL TO TRANSFORM THE 2D STRUCTURE INTO A 3D STRUCTURE SO IT CAN BE RECYCLED.