

Packaging Success Story

Consumer Electronics Packaging

Dordan Mfg. Co. Inc.

Project Objective:

- For the same amount of product sold, reduce the total packaging weight by 25%
- Reduce CO2 emissions by 25%
- Reduce total usage of packaging, save transportation costs and energy use

Approach:

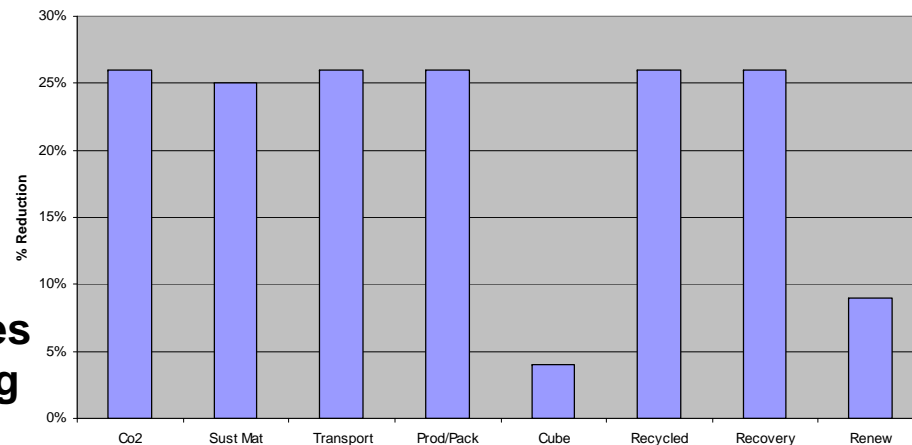
- Redesign package to achieve a smaller product-to-package ratio
- Reduce the gauge of the clamshell from 0.030" to 0.025" and the inner tray from 0.045" to 0.035"
- Change the clamshell from convex to flat, thereby eliminating the snap-on lid

Successes/Savings :

- For each product, use 25% less plastic
- 29% cost savings compared to previous package
- See the chart on the right for the Walmart scorecard percentage reduction in raw scores for previous packaging vs. current packaging



Percentage Reduction in Scores



Raw Scores

