

# 2010 Greener Package Awards honor eight sustainable innovations



August 26th, 2010 \* Written by Anne Marie Mohan, Managing Editor,  
[www.GreenerPackage.com](http://www.GreenerPackage.com)

The second-annual Greener Package Awards competition recognizes innovations in five categories that significantly reduce packaging's environmental footprint.

Five categories, 21 judges, and 98 entries: This year's Greener Package Awards competition—sponsored by Summit Publishing's GreenerPackage.com—represents an incredible investment of resources by consumer packaged goods companies, suppliers, and individuals to move the packaging community toward greater sustainability. The eight winners, selected by members of the Greener Package Expert Network, demonstrate that sustainability can be found in a myriad of technologies and materials; there is no one right answer.

The event's increased number of entrants—there were 57% more than in 2009—also shows that innovation around sustainability continues at a fast pace, providing many companies with a pretty positive economic payback during these dismal financial times. As Mark Mathes, owner and CEO of Vanguard Packaging, the Innovator of the Year Award winner, says, "If you take sustainability projects seriously and implement them, if you do the right things, they are proven to go to the bottom line."

## The 2010 Greener Package Awards winners are:

### Innovator of the Year:

Vanguard Packaging—Green subterranean manufacturing facility

### Food & Pharmaceutical Packaging:

The Coca-Cola Co.—PlantBottle™ 30% plant-based PET bottle  
**KFC Corp.—Reusable KFC Sides Container**

### Personal Care/Cosmetics Packaging:

GlaxoSmithKline Consumer Healthcare—Aquafresh White & Shine toothpaste carton with HoloBrite™ filmless holographic technology

### Non-Food Primary Packaging:

Ball Horticultural Co.—SoilWrap® bio-based, compostable plant container  
Household Essentials LLC—Ironing Board Cover & Pad (with Packaging Pouch)

### Secondary/Large-Format Packaging:

Bway Corp.—Eco-Pail™ recycled-content, recyclable HDPE pail  
Cryopak Industries, Inc.—TimeSaver72 insulated shipper for temperature-sensitive pharmaceutical products

### Beyond the Package Award:

Vanguard Packaging—Green subterranean manufacturing facility



## Expert Network conducts judging

Critical to the credibility of the awards program, the Greener Package Expert Network—comprising packaging experts from across the value chain—designed the competition with categories and criteria specifically and uniquely suited to packaging sustainability.

### This year's judges included the following:

- Alexandros Astropekakis, Colgate-Palmolive Co.
- Lisa Baer, Baer Design Group
- Dean Bellefleur\*, D-idea
- John Bernardo, Sustainable Innovations LLC
- Timothy Bohrer\*, Pac Advantage Consulting, LLC
- Malcolm Cohn\*, Accredo Packaging, Inc.
- M. Scott Carpenter, SC Johnson
- John Delfausse, EstÉE Lauder
- Jack DiMartino, Stonyfield Farms
- George D'Urso\*, Smurfit Stone Container Corp.
- Scott Dyvig, Sears Brand LLC
- Suzanne Fisher, Pratt Industries
- Cynthia Forsch, Eco-Logic Strategies
- Humberto Garcia, Unilever
- Eric Hartman, Product Ventures
- Deanna Jacobs, Rochester Institute of Technology
- Michael Larocca\*, GlaxoSmithKline
- Sharon Reiter Lindberg, Unilever
- Pamela Long, Little Big Brands
- David Padula, P. Design Lab
- Adam Pawlick\*\*, Palermo's Pizza
- Frank Perkowski, Business Development Advisory
- Diana Ramos, Walmart
- Chet Rutledge, Walmart
- Sean Sabre\*, ModusLink
- Barry Sanel, Barry Sanel Packaging Advisors
- Amy Zettlemoyer-Lazar, Sam's Club

\* Member of the Greener Package Awards Executive Committee

\*\* Chairperson of the Greener Package Awards Executive Committee

All Greener Package Awards winners will be exhibited in the Showcase of Innovation at Pack Expo International 2010 from Oct. 31 to Nov. 3. <http://www.packworld.com/suppliernews-30270>



## ***KFC's sustainable sides container is 'sogood'***

*Posted by Anne Marie Mohan, Managing Editor, GreenerPackage.com, August 30, 2010*

**A reusable polypropylene container for KFC's side dishes score big in the 2010 Greener Package Awards competition.**



“The best packaging idea at KFC since the bucket,” according to KFC Corp.’s Greener Package Awards entry form, its new Reusable KFC Sides Container was a winner in the Food & Pharmaceutical Packaging Category. The new polypropylene container and lid from [Anchor Packaging](#) replace KFC’s former single-use expanded polystyrene

version for side dishes such as mashed potatoes and gravy, macaroni and cheese, cole slaw, and green beans.

The PP container has been introduced in five markets since May 2010 and will be available nationally by the end of the year. KFC’s expectation for the container is that consumers will reuse and eventually recycle the package. “Through consumer research, KFC found that consumers prefer reusable containers because it gives them control of how the container is reused or disposed of after purchase,” says Susan Miles, engineering manager at KFC. “KFC’s initial research also found that 60% of consumers keep a reusable container for at least six weeks.”

To convey the package’s reusability, it was designed with a clear bowl and red embossed lid that reads, “KFC Reusable, Microwave & Top Rack Dishwasher Safe.” According to Miles, “the embossing assists in carrying the message.”

Because the side dishes are held in a steam environment at the restaurant, one design challenge was to create a container that vents moisture vapor without allowing anything to enter the container. The solution was what KFC calls a new “patented ventless vent technology” that eliminates the need for a hole in the top of the lid. The lid is said to be leak-resistant and provides a secure fit.

Among the sustainability propositions noted by KFC, the new PP container:

- Reduces the shipping cube by 14% over EPS
- Replaces single-use, nonrecyclable EPS with a reusable and more widely recycled resin, PP
- Represents the highest value in stored energy when incinerated as an end-of-life solid waste component and part of a waste-to-energy program, at 38 million BTUs per ton of material
- Requires 25% less energy to produce than general-purpose polystyrene production
- Generates half the amount of greenhouse gases as compared to general-purpose PS

“This new sides container is KFC’s and the QSR [quick-service restaurant] industry’s first formidable foray into reusables,” says Miles. “While reusable containers are not appropriate in all circumstances, KFC’s sides are the perfect application.”

Greener Package Awards judge Dean Bellefleur of D-Idea seems to agree. “Fantastic,” he says, “a reusable container that can actually find its way into anyone’s lunchbox. Top marks for me.”

[http://www.greenerpackage.com/reusability/kfc%E2%80%99s\\_sustainable\\_sides\\_container\\_sogood](http://www.greenerpackage.com/reusability/kfc%E2%80%99s_sustainable_sides_container_sogood)