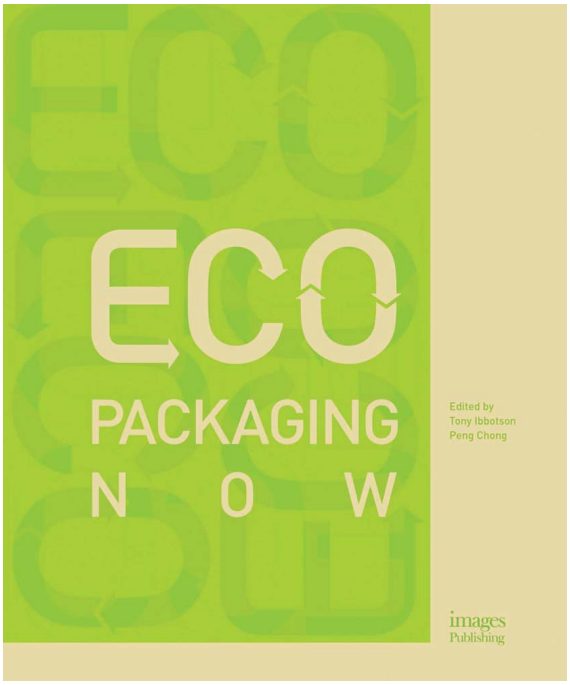
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Eco Packaging Now

Toby Ibbotson

Peng Chong

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- Provides examples of how to make a product attractive while retaining ecological sustainability
- Includes informative commentaries by industry experts
- Illustrates eco-packaging themes in rich photographic detail, with detailed diagrams and explanatory commentaries that illuminate a large range of case studies from around the globe

The sales range of goods spans the globe. We can drink Russian vodka in New Zealand, or taste fruits from Brazil in Japan. Packaging enables this international exchange of merchandise, and has infiltrated our life on every level. It exists everywhere – on the supermarket shelves, in our fridges, cabinets, gifts, and cosmetics; whether you are recieving shipped items from overseas or buying produce from local farms, packaging will always be involved. However, as environmental issues become increasingly prominent, there is another side to packaging we must consider. Reducing waste, saving energy, improving sustainability of the overall products, and creating green packaging methods are hot topics in the packaging industry. So how do designers find ecological packaging strategies that protect the product without leaving a negative footprint on the environment?

Contemporary designers are finding unique and multi-functional ways to manipulate materials to make packaging recyclable, biodegradable, and reusable. More than 100 brilliant ideas from all over the world are showcased in this book, which are presented in insightful detail and complemented by glorious full-colour photography. This book will inspire design creativity, and reveal ways for businesses to help counter the environmental threats that endanger our world.

Tony Ibbotson has a career spanning more than 25 years. He has worked across the globe, moving through countries as diverse as Japan, United States, the United Kingdom, and Australia. In that time he has worked with some of the largest multinational companies, including Mars, Walkers, Diageo, and Unilever. In 2005 Tony started The Creative Method, an agency built on the philosophy of big ideas and stellar execution. Its clients include Smirnoff Vodka, Johnnie Walker, Baileys, Suntory, Campari, Wild Turkey, Skyy Vodka, Unilever, Coca-Cola, and PepsiCo. Peng Chong is the art director of Pesign Design. He develops innovative designs, which ensure that the branding and packaging of a product has ecological foresightedness as well as aesthetic appeal. His works have won multiple international awards, including the Red Dot Design Award and World Star Packaging Awards. In 2014, he won the Pentawards Packaging Design Award: Food-Platinum Award (the top award in the food packaging design industry).

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