

Brandweek Publishes Design Force President's Editorial "Packaging That Works For The Planet" in its Latest Issue

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Press release from: [Design Force, Inc.](#)

Agency: **Design Management Resources, Inc.**



Marlton, NJ--Design Force Inc. proudly announces that an editorial entitled "Packaging That Works For The Planet", authored by Ted Mininni, the firm's president, has been published in the April 23, 2007 issue of Brandweek Magazine.

Brandweek states that it is "the leading source of news and information in the U.S. marketing industry and the only trade magazine to offer saturation coverage at all levels of the brand-activation process. . . .An indispensable part of the marketer's tool kit, Brandweek gives its busy readers competitive information and insights for bringing new products and ideas to the global marketplace". The publication offers its readers print, online and e-newsletter formats to connect with the busiest of marketers.

Mr. Mininni's editorial was chosen by Brandweek's editors to be published in the magazine's Earth Day edition, April 23, 2007. It appears in the magazine's "Top of Mind" column, which Brandweek utilizes for "forward-thinking opinions from top strategists, marketers, agencies, business schools and consultants".

“Packaging That Works For The Planet” is an important article that discusses the powerful impact packaging has on the Earth’s ecosystem. The editorial begins by citing how large the world-wide packaging industry is, as well as its proliferation due to “the huge global increase in consumer goods consumption and the meteoric rise of convenience foods”. It then goes on to explain some of the basic concepts of sustainable packaging, giving CPG companies great ideas for their own packaging initiatives.

Mr. Mininni cites the example set by Wal-Mart’s Sustainable Packaging Scorecard and the ripple effect this will have on manufacturers when one of the world’s largest retailers chooses to push for more eco-friendly packaging. He then offers practical, environmentally-friendly pointers on currently available packaging materials that cut down on energy use and/or greenhouse gas emissions in manufacture, that are biodegradable, or that are developed in new “cradle to cradle” systems. The latter is a concept that is becoming more embraced in which product or packaging components are continuously recycled; thus, they never end up in landfills as waste. Mr. Mininni also suggests cutting down on extraneous packaging where applicable.

The editorial cites the work of The Sustainable Packaging Coalition that CPG companies can join, or seek information and guidelines on environmentally friendly packaging from, as well as a few sources for eco-friendly packaging materials.

Mr. Mininni ends his article by stating: “Consumers, meanwhile, can do their part by purchasing products from companies that undertake these initiatives. By consciously choosing products and packaging made of recycled or renewable materials, consumers not only support the CPG companies that are eco-conscious, but also do their part to lessen energy use, the stripping of our precious natural resources and environmental waste. . . After all, Planet Earth is the only home we have and share”.

To read the entire article, please go to this link: www.brandweek.com/bw/magazine/current/article_display.jsp...
To contact Design Force, or Mr. Mininni, please call 856-810-2277, or go online at www.designforceinc.com

About Design Management Resources

Design Management Resources offers core consulting, strategic marketing and public relations, exclusively to design businesses. Because we have the inside track on business, we can steer our design firm clients with the most effective strategies for their businesses. Design Management Resources’ thorough grasp of new business philosophies, sustainability and trends make our insights invaluable to our design firm clients. www.designmanagementresources.com

About Design Force

Design Force, Inc. is a metro New York based brand identity and package design consultancy to the global brand leaders in the toy & entertainment and food & beverage industries. Over their 17 year history, they've developed a brand expertise that helps their corporate clients gain a significant competitive advantage in their respective categories. They are deeply committed to building global brand leaders through strategic design.

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