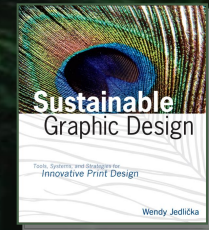
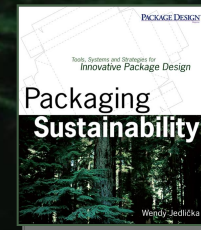


**Seeing the forest for more
than just the trees...**

**... thinking way
beyond the box.**

Wendy Jedlicka, CPP





Barbie's Ugly Secret



June 2011



Barbie's Ugly Secret

- 2010 RIT Gravure Printer Survey: Better substrates
- Greenpeace DNA
- Lego response: Immediate
Mattel response: Slow
- Asia Pulp & Paper claim legal harvest & move to plantation pulp







-er

Systems



TAKE



MAKE



BREAK



NEED

O₂ 5Rs = RESTORE > RESPECT > REDUCE > REUSE > RECOVER

SPC-8

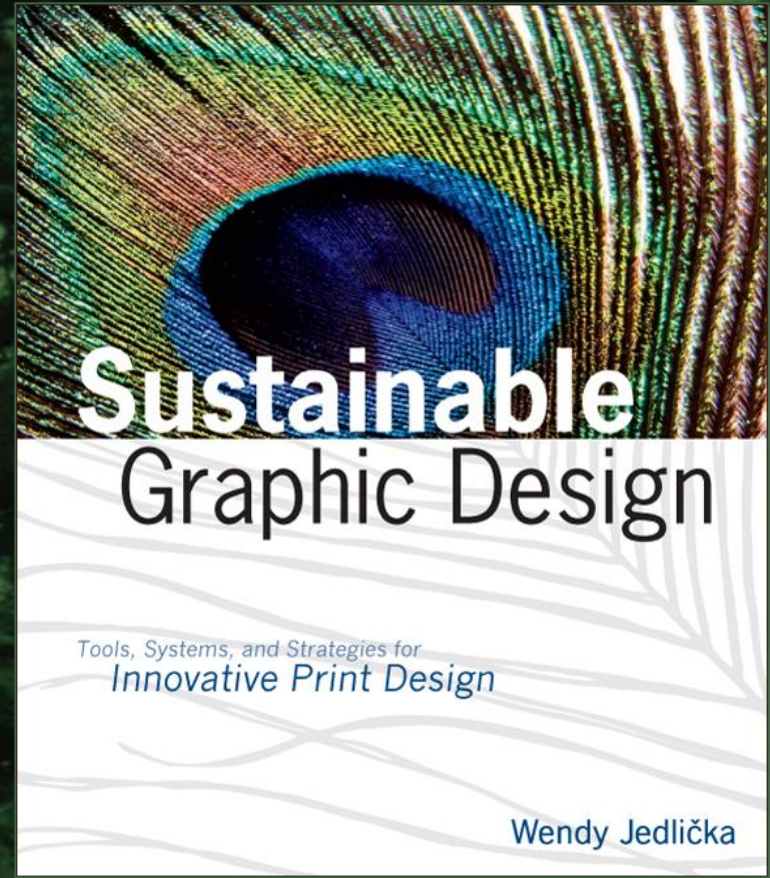
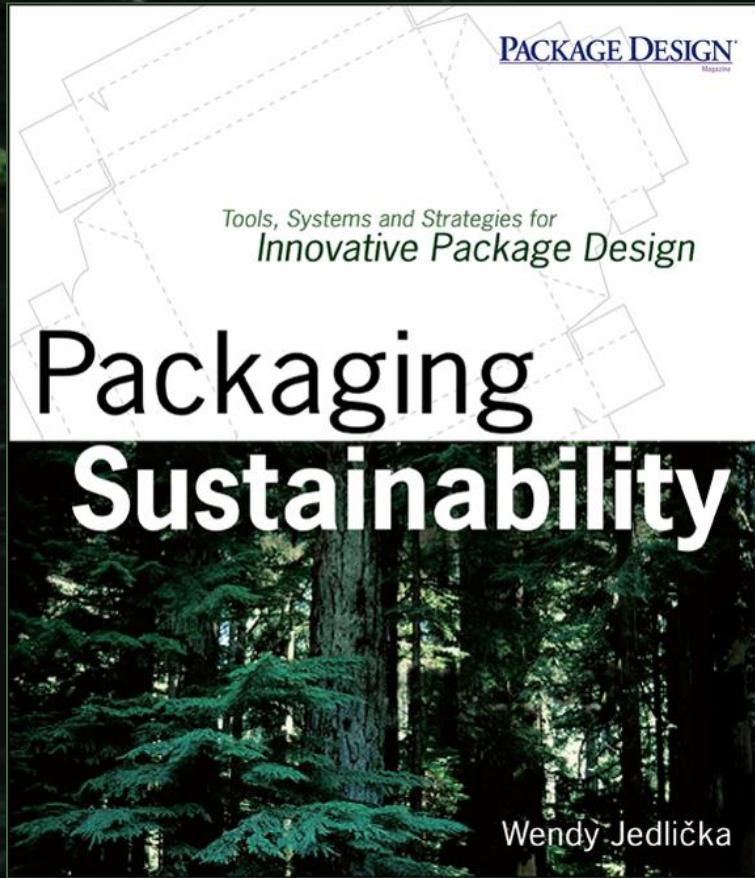


LCA > LCA > LCA...





Which package is the most sustainable?



PackagingSustainability.info