



## Eco Packaging Now

*Tony Ibbotson, Peng Chong*

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## **Eco Packaging Now** Tony Ibbotson, Peng Chong

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 receiving 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-color photography. This book will inspire design creativity, and reveal ways for businesses to help counter the environmental threats that endanger our world.

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