

PACKAGING DIGEST

Computer's recycled packaging bags an award

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Hewlett-Packard won Wal-Mart's Home Entertainment Design Challenge - a contest that encourages companies to reduce the environmental impact of products in the home-entertainment category. HP replaced the box used for one of its products retail shelf packaging with the HP Protect Messenger Bag.

By doing this, it reduced the product packaging by 97 percent, which conserves fuel and reduces carbon dioxide emissions by removing the equivalent of one out of every four trucks previously needed to deliver the notebooks to the retailer.

"The messenger bag is made out of fabric that is produced from recycled soda bottles and water bottles," says Boeller. The fabric is woven from Repreve yarn, which is manufactured by Unifi, Inc. (www.repreve.com).

The company uses a proprietary process that produces a soft and comfortable yarn, which Unifi says is different from the results from earlier industry attempts that resulted in lower-quality yarns. Unifi also says that 50,000 BTUs are conserved for every pound of Repreve polyester yarn used.

For complete article, see the October 2008 issue of Packaging Digest or click on the link <http://www.packagingdigest.com/article/CA6602583.html?q=repreve>

More information about Repreve can be found at www.Repreve.com.

