

Is 'less bad' still good enough?

The designers perspective on sustainability


- *Current situation*
- *Role of the PDA*
- *One step beyond*

Rob Vermeulen
PDA



What we do now =
**eco-efficient
packaging**

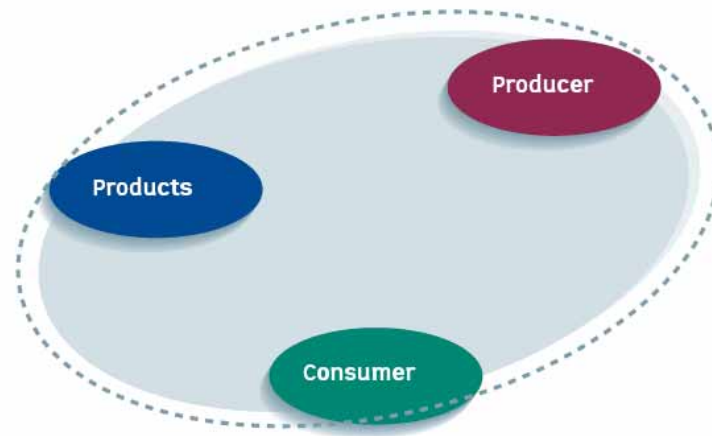
minimize amount of packaging,
make packaging less damaging



What we should do =
**eco-effective
packaging**

packaging that travels
in a biological or technical
closed loop (C2C)

PDA's role



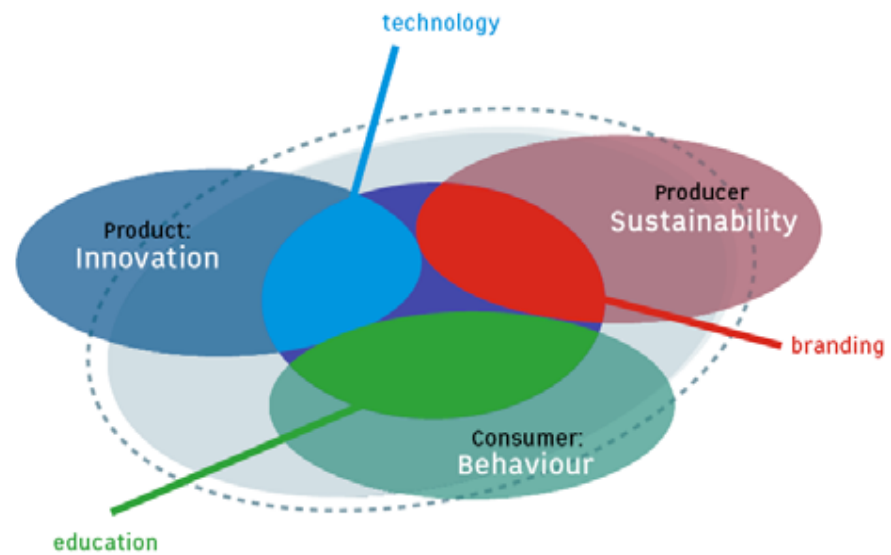
PDA's role

Just sustainable design?



PDA's role

Partner in the system



PDA at Ipack-Ima

- International fair, 24-28 march, Milan
- Processing, packaging and material handling
- PDA is one of the exhibitors
- PDA members will design sustainable packaging for two fictitious products: soy milk & wine/spirits





Teekanne tea brand



Bialetti



Freiberger pizzas



251 Firelighters



J-oil Mills



One step beyond ...





dare to
take the
lead



Royal Delft Blue

Thank you for your attention

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