

## **Eco-Efficient Packaging with EcoDesign**

EcoDesign

### **Storopack introduces new design tool to make solutions even more environmentally friendly**

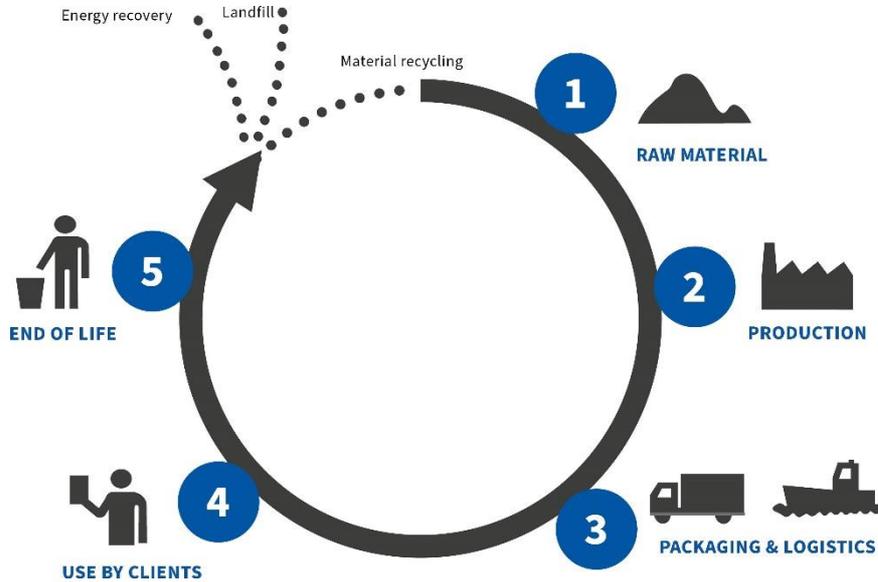
**Metzingen, February 2020.** The protective packaging specialist is now using the EcoDesign system to assess the life cycle of its products. The primary aim is to manufacture especially eco-friendly packaging solutions, which is achieved through the intelligent and optimized use of suitable materials as well as consideration of all the phases of a product life cycle. In addition, the needs of the customer and the requirements of the product are taken into account.

Based on quantitative indicators, this approach should create a global image of the environmental challenges and help customers find the right product or solution. A variety of factors are analyzed during the calculation process: what will the product be used for and for how long, is the use of bio-based or recycled raw materials desired, does reusability take priority, which additional raw materials and fossil resources are required for production, and how can the product be disposed of or recycled at the end of the life cycle? There is a key focus on reducing the amount of material used while maintaining the same level of quality.

### **Continuous Improvement of the Life Cycle Assessment**

“The aim of the life cycle analysis is to evaluate and compare the full range of environmental impacts of our products and solutions. We then use this information not only to offer our customers a well-founded basis on which to make their decisions, but also to continue improving our own processes in terms of the life cycle assessment,” explains Charles Poisson, Director of Research & Development in the Storopack Molding division, who initiated this project. The result reveals the life cycle assessment of a product, for example, in the form of indicators such as water consumption (m<sup>3</sup>) or the impacts on climate change (kg CO<sub>2</sub> equivalent).

Storopack currently uses the design tool for customers of the Molding division.



Storopack is using the EcoDesign system to assess the life cycle of its products.

**Image: Storopack**

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**About Storopack**

Founded as Johannes Reichenecker leather tannery in 1874, since 1959 Storopack Hans Reichenecker GmbH based in Metzingen, Germany, is a specialist for protective packaging. The globally active company produces and supplies made-to-measure and flexible protective packaging for various areas of industry. Storopack is present with own production locations and branch offices in Europe, North America, South America, Asia and Australia. 2,520 employees work for Storopack worldwide. In the year 2018 Storopack generated sales of 476 million Euros. Storopack products are available in more than 50 countries. Further information on [www.storopack.com](http://www.storopack.com)

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