

Lecture 10: Convenience

Episode 2: Packaging

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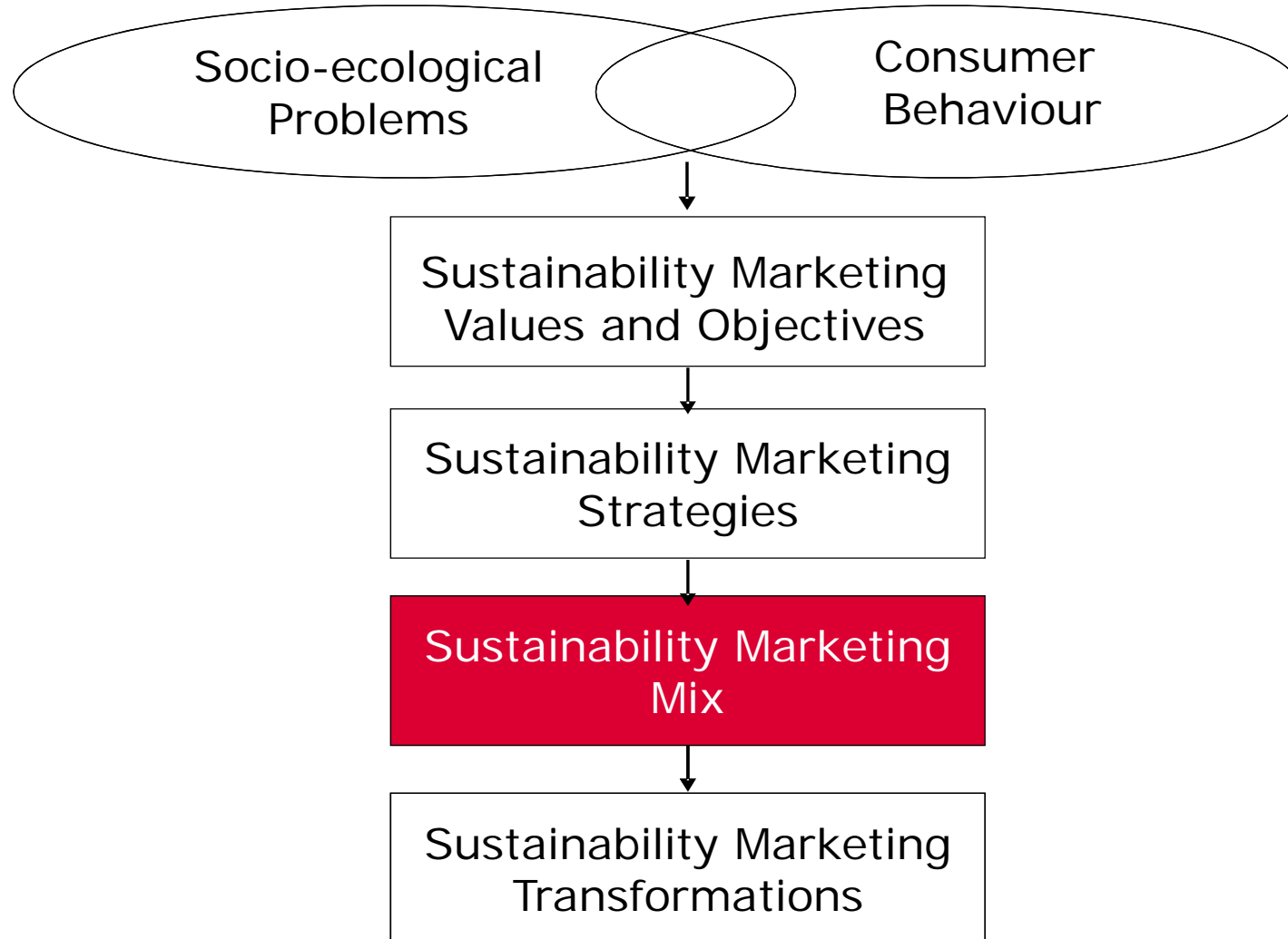
 **DBU** 

Deutsche Bundesstiftung Umwelt





Lecture 10: Overview



Source: Belz and Peattie 2012, p. 30



Lecture 10: Overview

Episode 1: Making Consumption Convenient

Episode 2: Packaging

Episode 3: Case Study – FamilyMart Stores



Learning Outcomes

Learning Outcome 1:

Understand the role that packaging plays in delivering convenience and determining sustainability performance for sustainability solutions.

Learning Outcome 2:

Consider how marketers can reduce environmental impacts through packaging reduction without compromising customer convenience.



Structure of the Episode

1. Packaging and Convenience
2. Packaging and Waste
3. Sustainable Packaging Solutions



Packaging – Delivering Convenience



Sources: Tom Morris; Gengiskanhg; all: wikipedia.org



Packaging's Marketing Role

- Protecting the integrity and quality of products;
- Facilitating the transport and storage of goods within the supply chain;
- Helping to “sell” products through shelf presence;
- Providing information to customers about ingredients, use, disposal, country of origin, quantity and quality;
- Portioning products into convenient quantities for use and storage.



Strategies for Sustainable Packaging

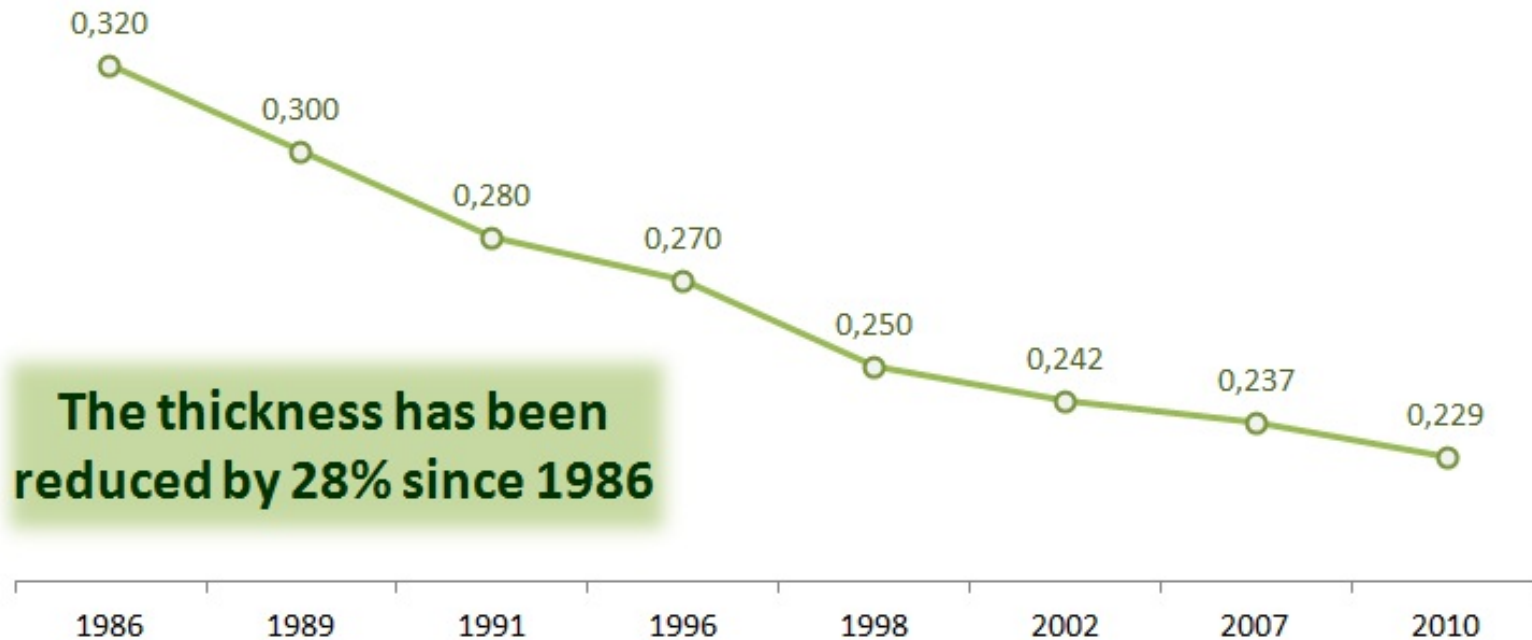


Source: Sustainable Packaging Alliance (www.sustainablepack.org)



Evolving More Eco-efficient Packaging

Packaging Materials Evolution: Steel Thickness (mm)

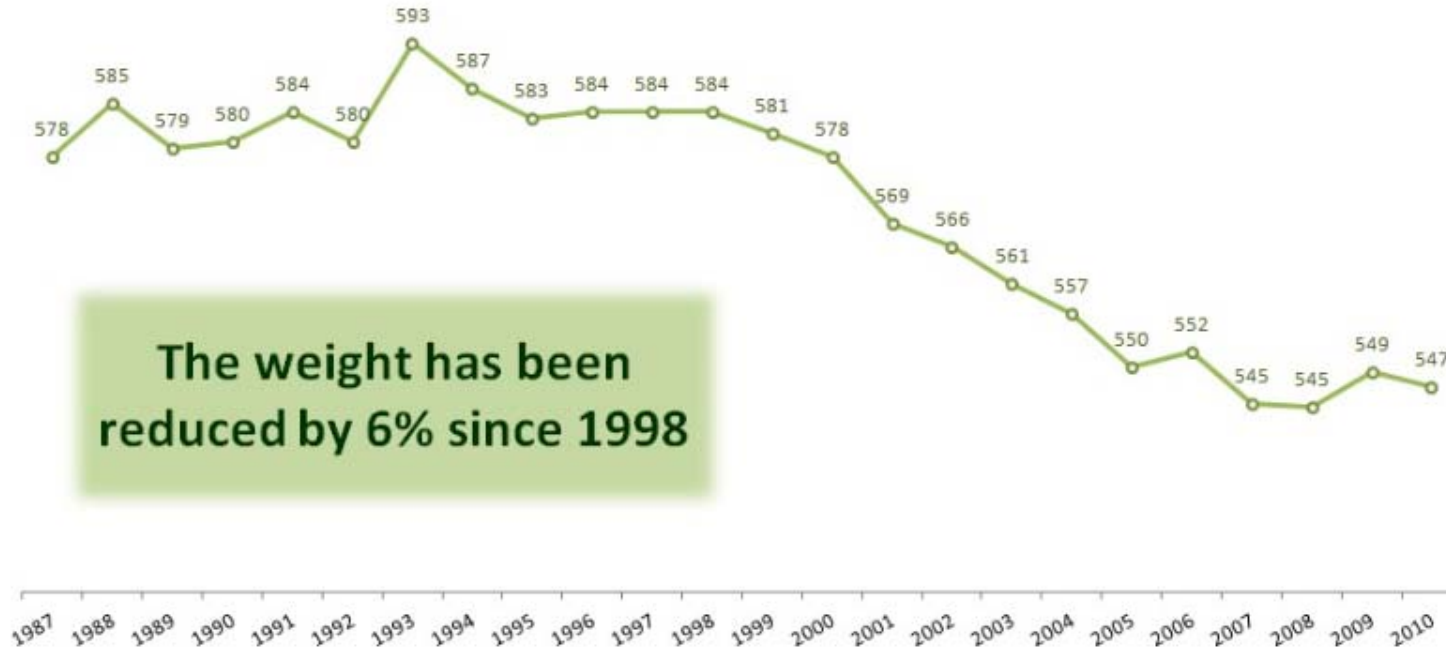


Source: www.proEurope4prevention.org



Evolving More Eco-efficient Packaging

Packaging Materials Evolution: Cardboard Weight (gr/m²)



Source: www.proEurope4prevention.org



Sustainability Packaging Solutions

Deliver
customer
benefits with
greater
material
efficiency



Quelle: www.hp.com



The Humble Plastic Shopping Bag





Dealing with Post-Use Packaging Conveniently





Discussion and Review Questions

1. What benefits does packaging provide for marketers and for customers?
2. What strategies can marketers adopt to develop more sustainable packaging solutions?
3. Are plastic shopping bags a serious sustainability issue that regulators, retailers and shoppers should address, or are they a distraction from more significant sustainability issues?



References

- Belz, F.M., Peattie, K. (2012): Sustainability Marketing: A Global Perspective, 2. ed., Chichester: Wiley, p.255-274.
- Sustainable Packaging Alliance (2010): Principles, Strategies & KPIs for Packaging Sustainability, <http://www.sustainablepack.org/Database/files/filestorage/Sustainable%20Packaging%20Definition%20July%202010.pdf>.
- Jedlicka, W. (2008): Packaging Sustainability: Tools, Systems and Strategies for Innovative Package Design, Chichester: Wiley.



In Cooperation



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