

Is it really necessary to shrinkwrap a cucumber?

A lively one-day sustainable packaging workshop offering packaging designers a quick, effective way to get up to speed on how to fulfil sustainability briefs and still produce great design.

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95% of clients are more likely to use your services if you can show that you are green*, and three quarters of consumers also feel that companies should provide information on their environmental impact**. Sustainability has a growing role in sustaining your business.

The Challenge

Most of us don't have time to keep up to speed with ever-changing sustainability guidelines, but these are an increasingly important part of packaging design briefs.

The Cucumber Seminars are masterminded by environmental packaging design specialists Laurel Miller and Stephen Aldridge to impart environmental knowledge in a logical, clear and concise way and explore how perception and misinformation are creating a confusing landscape for packaging designers.

Packaging allows us as consumers to inhabit a convenience culture – but convenience comes at a price.

Consumers have ever-increasing expectations of freshness, convenience, speed of delivery, hygiene, availability, presentation and economy, which have in large measure been met by packaging. So packaging has come to be seen as a symbol of our wastefulness, and not without good reason.

Learn how brand image and pack design don't have to be compromised – let's turn the environmental challenge to our advantage. We will empower you with the confidence to achieve great, fast-selling packaging within the environmental framework.

Learn about the environmental aspects of conventional materials and new bio-materials: how to evaluate new materials, to make informed choices based on sound information.

Learn about waste hierarchy and where packs end up after disposal: Reduce, Reuse, Recycle, Energy recovery, Landfill.

Gain the information you need to distinguish between environmental fact and greenwash.

The Objectives

To ensure that good packaging design is also good for the environment.

The Cucumber Seminars are designed to empower delegates with the environmental knowledge to make informed decisions about pack design, materials suitability and performance, cost implications and pack disposal.

You will be able to :

- Understand which materials are best to use in terms of source and disposal.
- Make informed decisions on the environmental information that bombards you. Understand the path of pack from production to disposal.
- Make informed decisions on the complex issues of biodegradability and compostibility.
- Understand recycling symbols.
- See great design and brand image as components that don't have to be compromised and can still be achieved within an environmental framework.

Part 1

The Environmental Packaging Problem and its causes: pressures of a convenience driven marketplace

Packaging's effects on the environment

Global warming, carbon footprinting and lifecycle analysis

How manufacturers and retailers are starting to embrace environmental initiatives.

Is the answer in the past?

Environmental symbols explained

Good bin Bad bin

How do we see waste?

Waste hierarchy – is re-cycling good for the environment?

Where do packs end up? Reduce, re-use, re-cycle, energy recovery, landfill.

Part 2

A new crop of materials Biodegradability and composting: How to make informed decisions on the best choice of materials

The Ten Commandments of Designing Environmental Packaging: Follow these and you won't stray outside environmental parameters

A Case Study introducing some of the science of packaging materials

Packaging has many functions - some not visibly apparent...

Where does Design Fit In? Turn the environmental challenge to your advantage

Is it really necessary to shrink-wrap A Cucumber?

Open debate

Is it really necessary to shrinkwrap a cucumber?

A Brunel and WestFocus initiative



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This one-day workshop offers a competitively priced chance for equip your team with an instant in-house expert, equipped with the knowledge and tools to pitch for and fulfil briefs with great design which is also good for the planet.

Course Leaders

Laurel Miller



Laurel acts as an environmental packaging consultant to businesses through her partnership, Cucumber Consulting. Additionally under this umbrella she is writing the environmental packaging handbook "Is it really necessary to shrink wrap a cucumber" with her partner Stephen Aldridge.

Laurel is also Creative Director of a.m. associates, creative

consultants specialising in packaging design and new product development. For over 15 years she and Stephen Aldridge have worked with a wide variety of national and international clients, including John Lewis, Johnson & Johnson, Waitrose, Coty, Fabergé, Glaxosmithkline and Lego.

Laurel studied product and related furniture design at Kingston University before gaining her spurs working for major design consultancies, such as Conran Associates, Addison, and Interbrand.

In addition to her consultancy work Laurel has taught Product and Packaging Design at several universities.

Dr Lynn Gabrielson



Lynn has a broad background and experience in different areas of materials teaching and research. Her work has covered metals, ceramics, polymers and composites. Her main interest is packaging technology, especially the materials aspects.

Lynn currently works for Brunel University delivering the technical content of the MSc Packaging Technology Management programme.

As well as the hard science, Lynn also enjoys the softer aspects of new product development, marketing and consumer safety. Before joining Brunel University, she spent 11 years in industry working in polymers and electronics.

The Format

Full one-day workshop

Who Should Attend

Designers
Buyers
Brand Managers
Specifiers
Packaging design specialists
Retail specialists
Marketeers

Further Details

Dates:

Please contact Designplus.

Venues: Museum of Brands, Notting Hill
www.museumofbrands.com/visitus.html

Brunel University,
Uxbridge, Middlesex UB8 3PH
www.brunel.ac.uk/about/where

For accommodation at Brunel visit
www.brunelconferenceservices.co.uk/accommodation/

Course Fees:

£270 + VAT

£245 + VAT Brunel & Kingston alumni,
Packaging Society members

Fee includes buffet lunch and excludes travel and accommodation costs.

Visit www.designplus.org.uk for information on **50% funding for SMEs'** delegate fees.

Cancellation: Delegates can cancel participation with the following terms:

One week or less prior to workshop date: no refund

One to four weeks prior to workshop date: 25% refund

More than four weeks prior to workshop date: 60% refund.

Substitutions: Substitute delegates will be accepted at no extra charge.

Registration and Payment: You will be invoiced when you register. Full payment must be received four weeks prior to the workshop.

On-demand and in-house courses:

If your team, organisation or business has particular needs, or is not based near London and you wish to benefit from our courses, Designplus can offer bespoke workshops designed for your organisation's specific aims and context. This offers you the opportunity to hold the workshops in your own business premises or elsewhere to suit your needs.

Further information and booking:

www.designplus.org.uk

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9.30am: Registration

10.00 – 10.40: Intro

The Environmental Packaging Problem and its causes – how did we get here?

Packaging is a reflection of our consumer society and to a large extent it has helped shape the world we live in. It helps us transport vast quantities of goods from continent to continent and town to town. It preserves and protects our food from contamination. It allows us to inhabit the convenience culture, which pervades every aspect of modern life. It adds value and texture to the things we buy. But convenience comes at a price...

Global Warming and other effects of Packaging on the Environment

Packaging is a great facilitator, preserving and protecting products, allowing them to be moved cheaply and efficiently, reducing wastage and helping to increase speed of delivery. It could be argued that this enabling quality has more effect on the environment than the materials themselves, contributing to an energy hungry global trading village unfettered by many of the limitations of the past.

Is the answer to the problem in the past ?

10.40 – 11.00: Environmental Symbols

What they mean and when to use them

11.00: Coffee break

11.20-12.15

Good Bin, Bad Bin

How do we see waste ?

Waste Hierarchy- is recycling good for the environment ?

Where do packs end up ?

Reduce, reuse, re-cycle, energy recovery, landfill

12.15 – 1.00: A new crop of Materials

Biodegradability and composting- can it save the planet ?

How to make informed judgements about what materials are available and what can I use ?

1.00: Lunch

2.00-2.45: The Ten Commandments of Designing Environmental Packaging

Ten rules to allow you to design packaging within an Environmental Framework

2.45 - 3.30: Packaging as a Barrier

How packaging can extend shelf life by forming an extra skin

3.30 -4.00: Tea break

4.00 - 4.30: Where does design fit in ?

Brand packaging doesn't have suffer because of environmental pressures – turn the environmental challenge to your advantage. Overpackaging to create a look is not longer acceptable.

4.30 – 5-15: Is it really necessary to Shrink Wrap a Cucumber ?

Open Debate