



'Less is More'

Industrial Design and Product Packaging Development Solutions for a Sustainable Future

All designers know less packaging or eco-friendly packaging leads to improved sustainability - for businesses' and the world's ecology. As designers you cultivate the user experience, from production processes to reaching the consumers' hands. You know this means diversifying the application of packaging solutions, using sustainable raw materials, and reducing production and logistical costs. As industrial designers you establish healthier internal and external practices, educating, innovating, and inspiring [industries](#) and individuals through sustainable solutions.

But what are the current trends in 2020? Which of the industrious packaging developers, designers, and dreamers are going to help us create innovative 'less is more' packaging and design solutions for the future?

So let's begin to get into what 'less is more' truly implies for designers', developers', businesses', and our world's ecological future.

In 2020 it's a clear trend that less is more, which means taking a more holistic approach to the production of packaging. This starts with you, the product or industrial designer, having a fundamental awareness of the application of sustainable raw materials and the [packaging life cycle](#) of your creation. This is from the supply chain to the end game, where your product may finish life after it's served its use.

As developers, engineers, and designers, this means breaking old business habits to reflect on packaging's impact on the environment. This is by focusing on and driving towards revolutionising industrial design in sustainable packaging.

Design trends: 2020 consumers and how they've influenced B2B packaging

It's no secret that consumers drive the growing need for eco-sustainable options and solutions in packaging. The conscious shift and concern for the world's ecology is influencing businesses and industries on all levels, compelling them to not only take a more holistic approach to consumer packaging, but to go deeper into eco-packaging practices. They're innovating solutions for B2B relationships and their protective packaging needs.

With this new production and design trend, 2020 sees a rise in paper/board materials for protective packaging in B2B logistics. As industrial designers and product developers, you now need to source durable, affordable, lightweight, and versatile sustainable products to keep up with consumer and business influences on the packaging industry.

As consumers have shifted focus to the life cycle of a products' packaging, so too have businesses. The need for less visible but ecologically- and economically-effective use of sustainable raw materials in the packaging industry is rising exponentially.

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Its pioneering engineers, developers, and product designers are creating revolutionary [natural and organic solutions](#) such as paper honeycomb. These are versatile, strong, lightweight, recycled, and 100% recyclable paper-based products for industrial design to the development of packaging uses.

Alternative sustainable raw materials for industrial design and innovation

So, consumers' rising concerns for the environment are fundamentally driving designers to seek and develop progressive, sustainable, and alternative packaging materials and solutions. Among these raw materials, [Fibre-based](#) packaging is just one of the eco-friendly alternatives which is to hand.

Often created from recycled material that is still recyclable, it helps designers make informed eco-choices. This gives developers and engineers around the world a chance to innovate sustainability and design trends. 2020 sees reported packaging recycling rates reach heights of 85%. This is cultivating the paper value chain, proving not only the environmental but economic benefits of using sustainable raw materials.

The nature of paper and carton allows for an organic and cyclical packaging experience for all. It's made from recycled materials, is recyclable, [compostable](#), and biodegradable, and has an eco-conscious, aesthetically-pleasing, and natural appeal. We know, with current trends, these things make paper/carton packaging an exceptionally eco-friendly and economic alternative: a truly sustainable raw material that can fit any developer's industrial designs, creations, or applications.

Breaking down barriers in business by introducing innovative industrial design trends: 2020 and beyond...

Replacing existing materials, designs, processes, and logistical measures with sustainable raw materials can help designers reduce the environmental impact and carbon footprint of their products. [Sustainability](#) relies on you, the product developers and industrial designers wishing to reduce the eco-impact while maintaining packaging integrity and economic growth.

The development of paper/board packaging solutions has opened doors for business and industries to maximise their eco-friendliness through lightweight, versatile packaging solutions which are recycled and recyclable in one waste stream. With further innovations and revolutions in paper/board manufacturing, eco-packaging solutions continue to benefit the world's ecology and businesses' economies.

This can only be done, though, by reducing transportation costs, streamlining packaging procedures, and using less of the sustainable raw material to make your products. As is the case with packaging alternatives such as PH ([paper honeycomb](#)): an ecological product which, in itself, requires less of the sustainable raw material to make it strong and durable - a wholly eco-friendly packaging solution.

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Innovators of such products are creating a win-win situation for businesses and the environment, providing an ecologically-conscious brand impact. Paper/board packaging solutions are seriously every product, engineering, or industrial designers' dream.

Breaking the mould; implementing new sustainable packaging solutions

However, reigning in the old and engaging in changing business practices can have implications. Even though the paper/board solutions are a great source of innovation for all you designers and product developers, internal and external management of the implementation of your ingenious ideas can have their barriers.

Nonetheless, barriers are just your opportunity to forge powerful and personal connections within business and with the consumers of your products. Product developers, engineers, and designers can share ideas and use your dreams to create affordable, versatile, affective, and sustainable packaging solutions.

We can't run away from the fact that we're more aware of packaging's ecological footprint than ever before; current eco-solutions you create need to be functional for the economic and environmental needs of the present without compromising businesses' needs in the future. Focusing on sustainability and packaging that is affordable, lightweight, and uncompromising is essential for global health and business growth.

Organisations such as [EMPHA](#) have created informative and collaborative environments for industries to share, create, and revolutionise businesses and [global logistics](#). Associations such as these are helping to manage eco-friendly and affordable packaging solutions for industries worldwide. Using their knowledge and resources could lead to you finding the perfect eco-packaging solution for your needs.

Down-gauging 'less is more': why economical and sustainable raw material packaging is good for business and the future.

Revolutionising practices to incorporate a holistic approach to our packaging needs is one way to [downgauge](#) the carbon footprint of a product and business. As we've discussed, the other way is for us to use sustainable packaging materials which are themselves both recycled and 100% recyclable. From the industrial designer's conception to the birthing of the dream, the world's ecology is sanctified by packaging innovators' best practices.

These practices include sourcing lightweight paper/board solutions to reduce the logistical and transportation costs of your products, as well as discovering products such as paper honeycomb, which is downgauged by design! It's created to be exceptionally strong while superbly lightweight, durable, and versatile, using the recycled and sustainable raw material of paper/board.

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Innovative, ecological, industrial designs created with revolutionary, sustainable, raw materials: this only makes symbiotic business sense and solidifies the new 'less is more', holistic, ecological, economical, and cyclical nature of the packaging industry's future.

Paper Honeycomb solutions for (industrial) protective packaging and innovative product development are on-point with today's trends in packaging and design. They offer us a plethora of [application opportunities](#). Members of associations such as [EMPHA](#), and others from across Europe, are welcoming challenges from designers and product developers for new projects. Please don't hesitate to reach out to them directly. Paper Honeycomb: Nature's Hidden Dream Enabler for modern designers of packaging solutions and products "inspired by trees and bees".

