



JAMES ROSS CONSULTING

Technical life cycle analysis, testing and model building to help Sealed Air state independently validated 'green claims'

Sealed Air's European marketing team were challenged by customers and competitors with general claims about the environmental impacts of their products. JRC helped in identifying and measuring the eco-metrics of different protective packaging solutions that they offer. The JRC team were able to combine their packaging technical knowledge and awareness of sustainability concepts to guide this team and develop solutions.

Business Challenge

In an environmentally sensitive world producers of secondary packaging face a challenge in demonstrating the function of their product versus the risk of damage and waste. Sealed Air need to demonstrate the sustainability of their products in order to encourage sales, however false or unsubstantiated 'green claims' are risky territory. The business needed an independent company to work through a credible methodology in order to publish environmental statements on their literature.

How JRC Helped

Technical life cycle data was analysed and combined with transit and drop testing to identify the characteristics of each protective packaging material. This information was then converted into model to ascertain the ideal packaging to deliver a product safely from manufacturer to consumer.

Value Delivered

By breaking down the multitude of eco-measures into a simple sensible matrix of impacts we were able to show the benefits of some materials over others and the areas where certain materials offered more sustainable solutions than others. This model was further expanded to allow Sales Reps and Designers to have input ensuring that not only environmental benefit was measured but financial cost as well when choosing the appropriate protective packaging for their customers.

About Sealed Air

It's no secret -- Sealed Air keeps its customers' products under wraps. The company's largest segment, Food Packaging, produces Cryovac bags, absorbent pads, and foam trays used by food processors and supermarkets to protect meat and poultry. Its Protective Packaging segment produces Bubble Wrap, Instapak foam, Jiffy Mailer envelopes, and Fill-Air inflatable packaging systems.

About James Ross Consulting

James Ross Consulting is a mid sized global manufacturing consulting, technical support and analytical services company, with offices established in the UK, USA and Australia. Their three competence groups, Cost Optimization, Technical Support and Analytical Services, develop a full spectrum of services and solutions that address business opportunities and challenges common across industries. See also www.jrconsulting.com.

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