

## Belkin Cuts Plastic Packaging Waste

California-based manufacturer and supplier of audio and video equipment Belkin has started using 75% less plastic in its packaging within the last few weeks. The company achieved this reduction by switching to Californian custom retail packaging company AVC's environmentally friendly packaging concept made from recycled PET (rPET) called Environmental Rigid Blister (ERB) packs. Belkin is in the process of changing all of its PVC plastic clamshells into ERBs, with the first large order scheduled to hit the retail shelves in the third week of September 2006. The company is reducing its packaging for environmental reasons as well as in response to recent government legislation requiring companies to cut the amount of waste they produce. Art Stephens, VP of manufacturing for AVC, says: 'AVC is currently running six or seven different ERB projects for Belkin. It really likes the environmental packaging concept and has gained some great feedback from retail buyers.' AVC says ERBs reduce the amount of plastic used and use more recyclable and renewable materials, making them cost-effective as well as a green alternative to traditional clamshell and blister packaging. ERBs are produced from a combination of blister board, corrugated stiffener, and thermoformed plastic, and they use significantly less plastic than traditional clamshell and blister packaging. They cut down on the amount of thermoformed plastic used and eliminate the need for a paper insert as well as being lighter in weight, which can reduce transportation costs. 'Environmental packaging is becoming a major part of mainstream consumerism,' says Stephens. 'It makes sense that product manufacturers address this change by altering their packages to be more environmentally friendly. This means reducing the amount of plastic used, eliminating cross contamination of paper and plastic, and using greener and more recyclable packaging materials.'

