

November 6, 2006



## Belkin Transitions Clamshell Packages into AVC Corp.'s Environmental Rigid Blister

*AVC Corp., a one-stop vertically integrated custom retail packaging manufacturer, is working with Belkin to transition its iPod accessories, cables and wireless router products from traditional clamshell packages into an environmentally sustainable packaging alternative.*

Torrance, Calif. (PRWeb) November 6, 2006 -- The retail industry is in the midst of an environmental overhaul and packaging is becoming a major focal point for product manufacturers as a key area in which they can make a positive impact on the supply chain.



Environmentally responsive companies are re-evaluating current packaging configurations to find ways in which they can reduce the amount of materials used and take advantage of more reusable, recyclable and renewable packaging materials.

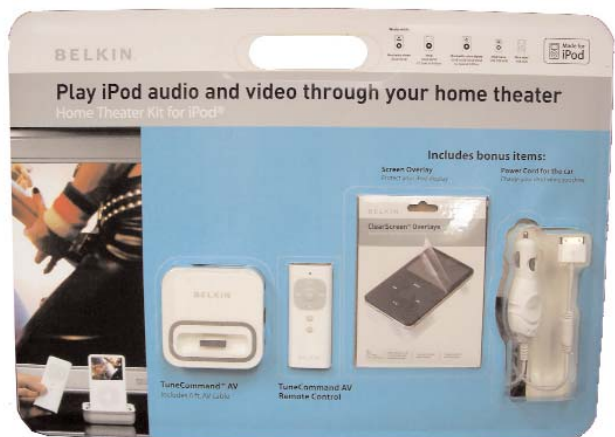
Popular iPod accessories and electronics manufacturer Belkin turned to environmental packaging experts AVC Corp. ([www.avccorp.com](http://www.avccorp.com)) for suggestions on how they could improve packaging configurations to reduce their overall impact on the planet.

After working with the Torrance, California-based custom retail packaging company ([www.avccorp.com](http://www.avccorp.com)) for several months, Belkin is taking steps to reduce its impact on the environment by transitioning all of its PVC clamshell-packaged products into AVC's newest environmentally sustainable packaging design, the Environmental Rigid Blister (ERB). Widely accepted by retail and club stores, AVC's ERB utilizes more blister board and corrugated – both renewable resources – and less plastic than traditional clamshell and blister-style packages.



"We chose to replace the old-style clamshells with the new ERB packages because they are made with recycled plastic and paper materials, and the packages themselves are recyclable," said Cindy Anderson, Belkin's Sr. MarCom Manager. "And, they look better aesthetically! Customers can see the products easier and retailers don't deal with as much bulk and weight."

Because it cuts down on the amount of thermoformed plastic and eliminates the need for a paper insert, the ERB is lighter in weight and can save the product manufacturer money on transportation costs. The clear thermoformed window entrapped within the blister board offers high clarity so the consumer can see the product before purchasing. This concept reduces the amount of overall packaging materials used, which in turn saves money while diminishing the impact on the environment. What makes the Belkin ERB even more environmentally friendly is that the company chose to move from PVC into RPET, which is previously recycled PET plastic and is the ideal option to encourage continued global recycling efforts.



Though Belkin has long been conscious of its footprint on the environment, only recently has retail culture embraced the notion of reduced packaging. The trend of yesterday was to double and triple package items for security purposes without taking into environmental impact into consideration. Responding to consumers' heightened awareness of the benefits of a clean environment and growing concern over rising pollution rates

and the use of potentially hazardous packaging materials, major retailers are changing their thought patterns to become more ecologically sensitive.

"Belkin is committed to providing our channel partners and customers with the best possible experience with our products," Anderson said. "That experience includes presenting the easiest and best choices in the store. We're excited to be able to give shoppers the opportunity to choose innovative products packaged in environmentally friendly materials, and we believe so far it's been a win-win for both retailers and our customers."

Belkin has a number of products that are already utilizing the new clamshell alternative – the new packages can be seen on the shelves at major retailers such as Best Buy, Costco, BJ's and Kohls.



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