

## **Got Scorecard? AVC Corp's New Sustainable Packaging**

*By AVC Corp*

*Dated: Dec 05, 2008*

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Who's got scorecard? That's the question that went around in 2008 when Wal-Mart/Sam's Club's sustainability program went into full effect in the USA. Manufacturers and merchants who had procrastinated in making their move to environmental and sustainable packaging found that the 'procrastinator's clock' has stopped ticking. Now it falls on Mexico and Canada this coming February and manufacturers there are scrambling to design, create, and develop new packaging that will comply with the scorecard mandates.

But that's not the story at AVC Corp., the Torrance, California custom packaging company who thrives on environmental and sustainable packaging concepts. Being a member of the Wal-Mart/Sam's Club's Packaging Sustainable Value Network (SVN) for over four years AVC has been a leader in sustainable packaging. AVC's advanced green packaging concepts gives their clients both an environmentally sustainable package and packaging that is unique, fresh, and enticing.

AVC has developed 100% Environmentally Conscientious packages demonstrating 100% recyclable packaging solutions. There are no classic clamshells or PVC products in the AVC lineup, only their patented & patent pending innovative sustainable packaging systems designed to maximize your Wal-Mart scorecard scores. AVC's products have been developed to be environmentally sensitive, use recycled materials, reduce plastic content, eliminate non-recyclable materials and yet are able to produce an even more aesthetically pleasing package.

In 2006 AVC announced its patent pending Environmental Rigid Blister (ERB TM) package, an eco-friendly cost effective alternative to the standard clamshell. Made from a combination of environmentally friendlier plastic, blister board, and corrugated, the ERB reduces the plastic usage from old style clamshells by over 50%, replaces PVC with eco-friendly PET, avoids cross-contamination, and allows for 100% recycling of all the packaging components. Furthermore the attractive design reduces cubic utilization, product package ratios, and transportation costs.

To many, the thought of environmental packaging conjures up visions of a dull green box made of cardboard that has that 'washed out' look. Not so with AVC's packaging. AVC has shown that environmental sustainability and boldness in design can go together hand in hand and boasts patented and patent pending designs that can keep their client's products at the forefront of meeting the environmental challenge while succeeding in their marketing goals with bold and invigorating packaging.

A verified scorecard result for one of AVC's clients shows that the ERB as compared to their previous PVC clamshell did the following: 1- reduced total package weight by 34%, 2- reduced plastic usage by 51% 3- removed 100% of the PVC, 4- took up 15% less depth, 5- eliminated cross-contamination, which makes the ERB stand alone from the competitors, and 6- introduced a new bold, fresh design. All this was accomplished along with security uniqueness and recyclability.

AVC has been supplying environmental product to U.S. packagers FOR shipment to both Canadian and Mexican stores. Now AVC offers their packaging expertise directly to the Mexican and Canadian

manufacturers, suppliers and importers who must comply with the scorecard. “AVC even has 3 facilities in China which manufacture our sustainable packages,” says Guy Marom Executive Vice President at AVC. “All Wal-Mart suppliers have to do is go to [www.avccorp.com](http://www.avccorp.com) and see what we have to offer. We can do an analysis of a product and tell them how much higher their scorecard will be.”

What does it prove to everyone? It proves that sustainability can be good for business and improving your scorecard is just one method of meeting our global responsibilities. So the answer to the question: “Tiene Scorecard? T'as du Scorecard? Got Scorecard?” is simply, “AVC, of course.”

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AVC Corp. is your one-stop retail packaging manufacturer and media replication company. With more than 50 years of experience in custom retail packaging, AVC leads the way in environmentally sustainable packaging alternatives and offers a wide variety of solutions to meet your packaging needs. With all services performed in-house, AVC offers turnaround times that are unrivaled in the industry. We are a true one-stop manufacturer

Category	Packaging
Tags	Sustainable Packaging, Enviromental Packaging, Packaging, Wal-mart Packaging, Avc
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