

Yves Béhar And A Whole New Packaging System for PUMA

- The brief:** To develop the most sustainable shoe packaging and distribution system
- The ambition:** To reduce the environmental footprint of each shoe's packaging, from its source to the shop floor
- The project:** Over 2,000 ideas and 40 packaging prototypes developed during 21 months
- The product:** Paper (100% recycled) and non-woven polypropylene (20% recycled)

We are saving* ...

- 8,500 tons of paper – a reduction of 65%
- 20 million Mega Joules of electricity
- 1 million litres of fuel oil
- 1 million litres of water
- 500,000 litres of diesel
- Up to 275 tons of plastic by eliminating plastic shopping bags



The equivalent of...

- 12 million packing cases or more than 1,400 adult elephants
- The average consumption of a European town of 2,000 homes
- Keeping 666 small European flats warm for a year
- Flushing the toilet 100,000 times
- Driving a Volkswagen van around the earth 131 times
- 11 million plastic bags or the area of 375 football pitches (assuming individual weight of 25 grams)

That's not all:

- All our shoes are PVC free
- Our t-shirts are folded one more time to reduce t-shirt packaging by 45%
- Our apparel packaging is made from biodegradable corn starch with a further savings of 720 tons or the area of 1000 football pitches of plastic annually
- By switching out our current plastic and paper shopping bags in our retail stores and replacing them with our biodegradable and home compostable bags we are looking to save another 192 tons of plastic and 293 tons of paper annually
- The PUMA mobile phone packaging is 100% recyclable, made out of pulp paper, molded in the shape of a toolbox and is the first of its kind – a little eco innovation in the phone industry
- We have reduced the amount of paper in our hang tags by 45% saving 182 tons of paper annually, cutting the number and size used
- The PUMA S-Index puts sustainability at the heart of all product development
- Half of our international product collections in footwear, apparel and accessories will contain at least 50% sustainable materials such as organic cotton, Cotton Made in Africa or recycled polyester by 2015

* Savings are related to the reduction of paper consumption and based on Life Cycle Assessment carried out by PE INTERNATIONAL