

EBAY REUSABLE BOX



Properties list:

- reusability
- information about packaging
- industrial packaging
- end-user packaging
- range of products
- new product
- folding carton
- cardboard and paper
- eco-friendly
- contemporary
- identity by illustration

eBay launched a new set of reusable boxes as part of a pilot program to make shipping a little greener.

The company is giving away 100,000 shipping boxes to eBay sellers, and encouraging reuse. According to eBay, if each box gets used five times, the program could protect nearly 4,000 trees, save 2.4 million gallons of water, and conserve enough electricity to power 49 homes for a year.

Designed by San Francisco-based Office, the boxes engage sellers by emphasizing potential benefits to the planet with friendly illustrations and copy. Tips for greener packing include finding "a new calling for old phone books." A happy little bird asks, "Where to next?" And to track each box's journey, there's space to write a note so the next person to receive it can see just how far it's come.

Each eBay Box is made with 100 percent recycled content, printed with water-based inks, and designed to require minimal tape. And once it reaches the end of its useful shipping life, it's fully recyclable. From the box's fine print: "Don't worry, it will come back as something nice, like a birthday card or movie theater popcorn bag."

Reference: <http://green.ebay.com/sell/>

Credits:

Country: United States of America

Year: 2010

Agency: Office

User: eBay

Other images:

