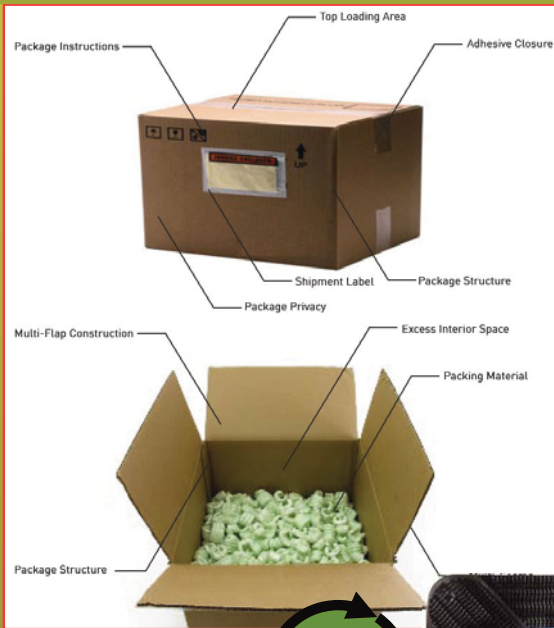


# The Rapioli™ Reusable Packaging Story



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**In the beginning... there was the cardboard box, and it was thought to be good.** Then we began to realize that using things once and throwing them “away” wasn’t sustainable.

The convenience of disposable products was seen as too costly – to both business and the environment.

A new, **cradle to cradle** way of thinking has emerged. This approach looks at all phases of a product’s life, from raw material extraction to manufacturing to use to recycling or disposal. The lens is one of resource conservation with a view toward zero waste goals.

Several years ago, an EPA worker ordered Bill McDonough and Michael Braungart’s book “Cradle to Cradle” from Amazon.com. Ironically, it arrived in a large cardboard box, surrounded by air pillows. The authors, the EPA, FedEx and Amazon held a Packaging Design Challenge in 2003 to see who could devise a better way to transport goods. A cradle to cradle way.

Ken Eskenazi’s design team was awarded Recognition for Innovation in the professional category for their self-cushioning, integrated package. They called it the Rapioli because it resembled a **ravioli**: the plastic (pasta) shell protected the book or DVD (filling) that was being sent. It was a great honor to be recognized, but agency business took over and the Rapioli was put on the back burner.

Three years later, a California Department of Conservation staffer saw the Rapioli on the EPA’s website. He called Ken with information about a CRV grant program that funded innovative solutions to the problem of low state-wide recycling rates for beverage containers. **A mere 23%!** He applied for funds, was rejected, and then reapplied in two years. This time his team was awarded a development grant – and the Rapioli was on its way.

The Rapioli reusable shipping packaging is a sustainable alternative to the standard, disposable cardboard box. It is made entirely from recycled P.E.T. (water and soda bottles), is self-cushioning, and is designed to last over 50 shipments. Widescale use would dramatically reduce the amount of beverage containers and cardboard going to landfills. Furthermore, the unique, patent-pending Rapioli saves both time and money.

Neither business nor the environment can afford current wasteful practices. A staggering 38 billion water bottles enter U.S. landfills every year. In addition, our landfills contain thirty percent paperboard. Over 6.4 billion cardboard boxes were used to ship items via ground or air in 2007 alone.

Companies such as **Walmart, HP and Ikea** have gained a competitive advantage by rethinking their energy and material use, and reducing their waste – specifically in packaging. Others, like **Toyota**, have approached “zero waste to landfill” goals by using reusable plastic pallets in shipping.

Using the Rapioli would make a huge impact on a company’s “triple bottom line”: **People** would benefit by producing less waste in their community, the **Planet** would benefit from a lower usage of finite resources (most plastic is made from fossil fuels) and **Profits** would result by retaining and reusing business assets. Approximately \$0.70 could be saved each time the Rapioli is used for shipping, as compared with a traditional cardboard box.

Moreover, Rapioli encourages us to change the way we think about waste.



Rapioli™

AN INNOVATION TO INDUSTRY, INC. PRODUCT



sizes:

**Small:** 9 x 12 x 4

**Medium:** 12 x 18 x 6.75

**Large:** 12 x 18 x 8.375

**XLarge:** 12 x 18 x 10

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Reduce, Reuse,

Recycle... Rapioli