

Rohan Chand

Eco-Friendly Packaging

The impact of apple's elegant packaging on the environment



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Apple has always been efficient when it comes to packaging but still presents the user with a luxury experience. The company has made it their mission to reduce its environmental impact when producing their products. Apple has stopped using petroleum based plastics and have started to utilize fibre based materials sourced from recycled materials and forests, this is reducing the use of materials and replacing virgin with recycled materials. An example of this material reduction can be seen in their packaging from the iPhone 6s to the iPhone 7. The iPhone 6s packaging consists of two plastic trays, this was reduced to one plastic tray in the iPhone 7 box. Apple also utilized a new fibre-based material instead of the petroleum-based plastic used in prior Apple products. According to Apple's 'paper and packaging document', Changing the tray and earphone packaging resulted in an 84% decrease in plastic usage for iPhone 7 packaging compared to the iPhone 6s as the iPhone 6s utilized a hard plastic packaging for the earphones instead of

the paper-based packaging found in the iPhone 7 packaging. Apple has changed from plastic bags to 100% fibre bags that are entirely created from recycled material.

Apple is creating and protecting sustainable working forests to help increase and maintain the production of fibre used in Apple's packaging. Apple manages forests in two countries, some in China and some in the US. Apple has made a long-term commitment to China and the US for conserving their forests and help produce clean air, quality water, habitats for wildlife and carbon sequestration. Apple is collaborating with 'The Conservation Fund' and 'WWF China' to help achieve protecting/maintaining forests. Virgin fibre and pulp (paper) is responsibly sourced from wood, non-wood, or recycled sources.



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Apple reduces price of accessories not included in iPhone 12 box | AppleInsider. (2020). Retrieved 19 October 2020, from <https://appleinsider.com/articles/20/10/14/apple-reduces-price-of-accessories-not-included-in-iphone-12-box>

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Apple has designed a robots (Daisy and Dave) to recover recycled materials from disassembled components and scrap. These robots can recover higher quality materials that traditional recycling methods cannot. Apple enforces this practice by allowing consumers to bring in their old devices so they can recycle and reuse the materials. In return consumers get store credit or a gift card, this is an efficient way to make consumers recycle their old devices. These recycled materials help create greater durability for products as Apple believes that the longer you have a device, the better it is for the planet.

From the release of the iPhone 12, Apple will now reduce the size of their phone boxes and separately sell the earbuds and charger. This decision was made to help counteract carbon emissions and help the environment. This will benefit consumers as the price of the Apple accessories not included in the box is reduced. This is fitting as a lot of current apple accessories are wireless like their chargers and Air

pods. According to Apple this reduction in materials in and outside the box will be *'equivalent to removing nearly 450,000 cars from the road'* every year. Within the span of 4 years, Apple has reduced the amount of plastics used in their packaging by 58%. They have also reduced their carbon footprint by 4.3 million tonnes in just 2019 from their low use of carbon and recycled aluminium.

Apple believes that by 2030 all their products will be carbon-neutral. Most of the Apple products and packaging can be recycled like their MacBook's and iPhones.



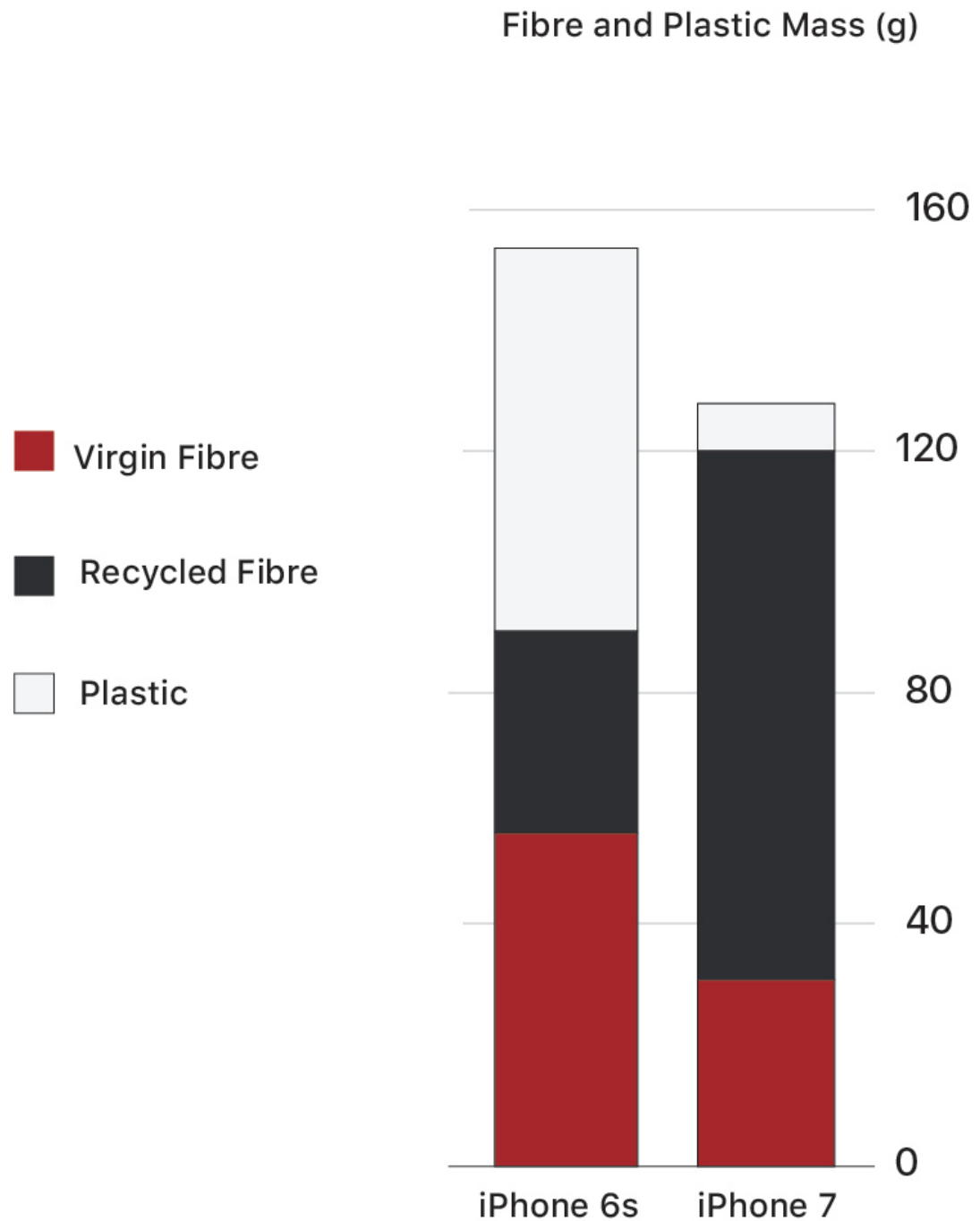
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The graph displays the materials used to create the packaging for the iPhone 6s and the iPhone 7. It is clear that Apple is reducing the quantity of plastic used in their packaging and are trying to utilize more recycled fibre and virgin fibre, this is made possible by Apple's Paper and Packaging Strategy.





iPhone 11 box
(LxWxH) (cm)
16.7 x 9.2 x 5

This diagram clearly displays the significant reduction of materials in the packaging of the iPhone 12 compared to the iPhone 11. According to Apple this reduction in materials in and outside the box will be *'equivalent to removing nearly 450,000 cars from the road'* every year.



iPhone 12 box
(LxWxH) (cm)
16 x 9 x 2.5