

# Tips for Designing E-commerce Packaging for Sustainability

## Align Your Goals

Make sure you align your sustainability strategies, priorities and actions with your stakeholders (suppliers etc.).



## Design for Recyclability

Avoid over designing with special inks, coatings, or lamination that can reduce the recyclability and sustainability of the packaging.



## Avoid Over-Packing

Minimize the amount of material included in your packaging. Not only does it reduce material waste, but it reduces material cost, inventory, transportation weight and storage cost.



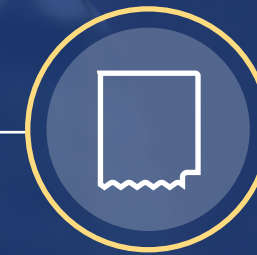
## Know Your Product

Explore shipping options outside of the standard cardboard box. Understand your product needs to determine if your packaging must be water resistant, flexible, soft etc. and redesign with a sustainable mindset.



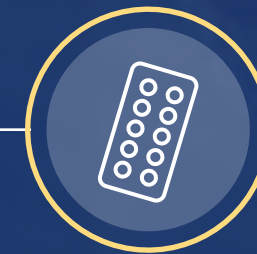
## Avoid Excess Padding

Remove foam peanuts, shredded paper etc. and utilize inserts instead if necessary.



## Avoid Mixed-Materials

Avoid paper-out, poly bubble lined mailer envelopes. The mixed material composition makes it difficult to separate and prevent them from being recyclable.



## Choose Sustainable Materials

When deciding on material options, consider biodegradable, compostable and recyclable options.



## Communicate Recyclability

One of the biggest issues in waste reduction are consumers. Educating and communicating the end of life options for your packaging is necessary so consumers understand how to close the loop.



Sources: <https://www.environmentalleader.com/2019/04/6-tips-for-eco-friendly-dtc-e-commerce-packaging/>  
<https://www.zaproo.com/sustainable-ecommerce-packaging/>

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