



CASE STUDY: PACKAGING

This bag might look red, but it's really green.

The Challenge

Looking to drastically reduce its environmental footprint, PUMA needed expert advice on sustainable materials for the groundbreaking redesign of its sneaker packaging.

Key Requirements

- + Design for Manufacturing Support
- + Materiality
- + Sustainability Strategy

The Discovery

MCX began an intensive analysis of materials usage, fabrication methods, and sustainable processes, then followed with sourcing and manufacturing support. Originally developed for medical use, the final material was sourced from recycled content.

The Material Solution

Not only is The Clever Little Bag reusable, it enabled PUMA to achieve over 65% reduction of cardboard, save 500,000 liters of diesel, 1 million liters of water, 8,500 tons of paper, and 20 million megajoules of electricity.

“What may seem like a simple change was in fact a lengthy and complex challenge. Material ConneXion was an integral advisor guiding us through that process. ... PUMA will continue to partner with [Material ConneXion] in the future as we explore new ways to mitigate our environmental impact. - Antonio Bertone, Chief Marketing Officer, PUMA

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