

New Packaging for Kodak Approval Digital Donors and Intermediate Layer

Customer Bulletin – APPR-024.1
March 2008

Overview

Reducing the overall quantity of packaging materials has become a global priority. Recently Kodak was named one of the Global 100's – Most Sustainable Companies in the World. Companies such as Wal-Mart have embarked on global sustainability initiatives aimed at reducing packaging by a minimum of five percent by the year 2013.

Reducing packaging materials helps keep costs down for transport and waste disposal, and in addition lessens the amount of material that ends up in landfills. However, the package itself must remain structurally sound, maintain brand identity and communicate necessary product details for storing, handling, and discarding the package after use.

Kodak has introduced new and improved packaging for all media supplied in roll format for the **Kodak Approval** Digital Color Imaging System, including **Kodak Approval** Digital Donors and **Kodak Approval** Digital Intermediate Layer. This new packaging is more structurally sound to better protect the contents, while simultaneously reducing the overall quantity of material used by over 50%. These improvements are part of Kodak's ongoing sustainability thrust and align the **Kodak Approval** System's focus on packaging with the needs and trends of the packaging market segments it serves.

New **Kodak Approval** Digital Donor and Intermediate Layer Packaging





Key Components of the New One-Piece Sleeve:

Improved Package Design

To protect **Kodak Approval** Digital Donors and Intermediate Layer during shipping and handling, the new one-piece sleeve has stronger sides, edges and corners to shield against punctures or scrapes, allows less internal movement of the contents by avoiding contact with the inner lining and has no internal flaps to potentially contact the contents if handled improperly.

Less Material

With the new one-piece sleeve design, the overall quantity of corrugated material has been reduced by 56%. The previous two-piece box used 12.4 ft² (3.8m²) of corrugated board while the new box uses just 5.4 ft² (1.6m²)

Weight Reduction:

Although the corrugated material itself is heavier, the overall quantity of material has been reduced, resulting in an overall 21% weight reduction. The previous two-piece box weighed 2.4 lbs (1.1 kg), while the new box weighs only 1.9 lbs (0.9 kg). This reduction can slightly reduce shipping costs for larger orders of multiple rolls.

Recycled Material:

As with the previous box, the new packaging is made of recycled material. The box can be (re-) recycled through most standard recycling programs. In addition, with a single sleeve design, the box is much easier to break down to be recycled and folds flatter by 2 in. (5 cm), enabling more boxes to be recycled in a smaller space. Hopefully this will encourage users to take just seconds to prepare the box for recycling.

More Structurally Sound End Caps

New end caps made of high-density polyethylene are now stronger, wider, and larger. These new end caps are now 4 times thicker than the previous design, offering a 1 in. (2.5 cm) thick by 8 in. (20.3 cm) square structure. This extra thickness and size give additional protection by providing extra spacing between the roll and the inner lining of the box to prevent the possibility of damage to the Digital Donor. The end caps are also made from recycled materials, further reducing the quantity of new packaging materials used.

New Humidity Controlled Bag

Today, **Kodak Approval** Digital Donors and Intermediate Layers are wrapped in a low-density polyethylene (LDPE) bag. This bag protects the materials from being scraped or scuffed and serves as a barrier against humidity during shipping or storage of the materials.



To further protect a customer's investment in **Kodak Approval** Consumables, Kodak is introducing an improved replacement bag. This new generation sleeve, composed of high-density polyethylene (HDPE) offers a more impermeable material and provides even more protection against damage or humidity exposure in transit or storage. This new bag, combined with the better fit of the new end caps into the roll core of the Digital Donors, offers a better seal and further protection against humidity exposure. Though the new HDPE bag has a slightly different feel, there is no impact on Digital Donors or Intermediate Layer product performance. Even with this increased protection, care should always be taken to adhere to temperature and humidity specifications for shipping, storing, and operating conditions. As with the existing (LDPE) bag, the new high-density polyethylene bag is also recyclable.

These improvements enable Kodak to continue offering quality products to their while addressing sustainability issues through reducing the overall quantity of materials used in packaging.

Digital Donors Storage and Operating Specification:

- Temperature: 21° - 30°C (70°- 86°F)
- Humidity: 30 - 60% relative humidity, non-condensing,
Optimum performance at 35 - 45% RH

New Label

A new label is introduced simultaneously with the new one-piece sleeve. Replacing a label that wraps the top and side of the box, a larger, more easily readable label is placed only on the end of the box. The same information on the previous label continues on the new label.

New label and carton placement





New Procedure for Unpacking Digital Donors and Intermediate Layer

With this new packaging design, customers will now be following a different procedure to unpack Digital Donors or Intermediate Layer.

Previously, Digital Donors were removed from the box by lifting off the top cover, positioning the box in an upright position to prepare to remove the donor, pulling out the material and removing the end caps and bag for placement of the roll inside the **Kodak Approval** Digital Color Imaging System.

Now, customers will open the flaps at one end of box, positioning the box in an upright position by laying it on the floor or horizontal surface with flaps open, lift box off the roll of Digital Donor and remove the end caps and bag.

These instructions are graphically depicted on the actual box.

© Kodak, 2008. Kodak and Approval are trademarks of Kodak.