

Title (en)
ENVIRONMENTALLY SUSTAINABLE SECONDARY PACKAGING

Title (de)
NACHHALTIGE UMWELTFREUNDLICHE SEKUNDÄRVERPACKUNG

Title (fr)
SUREMBALLAGE ÉCOLOGIQUEMENT DURABLE

Publication
EP 2670676 A2 20131211 (EN)

Application
EP 11857584 A 20110201

Priority
US 2011023344 W 20110201

Abstract (en)
[origin: WO2012105960A2] An environmentally sustainable secondary packaging that reduces material usage, as well as production materials and costs. The secondary packaging is designed to provide clear visual display of the product contained therein and therefore utilizes a clear plastic packaging component. In the interest of increasing environmental sustainability of the secondary packaging, usage of clear plastic packaging material and also processing steps are reduced. Additional articles may be contained in the secondary packaging that need not be readily viewed by consumers when the secondary packaging is on display for sale in a retail store. Opaque packaging material, such as paperboard, may be used to cover and / or to enclose such additional articles without affecting visibility of the article to be displayed by the secondary packaging. Also in the interest of increasing environmental sustainability of the secondary packaging, usage of opaque packaging material is reduced as well. Finally, the components of the secondary packaging facilitate formation of the overall secondary packaging in a desired, non-standard (e.g., not cuboid or parallelepiped) shape.

IPC 8 full level
B65D 5/42 (2006.01); **B65D 5/50** (2006.01); **B65D 5/54** (2006.01)

CPC (source: EP KR)
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B65D 5/52 (2013.01 - KR); **B65D 5/54** (2013.01 - EP); **B65D 77/04** (2013.01 - KR)

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