

# **Marketing Your Sustainable Message to the Customer:**

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# Marketing Your Sustainable Message to the Customer:

1. Sales Support & Training
2. Design, Sales, & Sustainability
3. Credibility & Differentiation
4. Evidence: Examples Case Studies

# Sustainability & Your Sales Force

## 1. We Must Educate Our Sales Force On Sustainability

What Does It Mean

What Are We Doing

How Do Our Efforts Help Them Sell/Support Their Customers

## 2. All Sustainability Efforts Internal/External Must Be Shared With & Understood by Your Sales Force

## 3. Design Dept, And Sustainability Guru Must Work Together To Pitch The Customer And Understand Their Needs.

This Job Is Not Done Until The Sales Professionals Can Intelligently And Confidently Answer Customer Questions

# Sales, Design, & Sustainability

1. The Design Department Will Be The Greatest Sustainability Support To Your Sales Force And Ultimately The Customer
2. Each Successful Sustainability Project Arms Your Sales Force With Powerful Weapons (Make Sure They Share)
3. The Sales Force Must Be Able To Communicate The Customers Needs/Expectations To The Design Dept.
4. Together They Should Alleviate The Burdens On The Customer's Packaging Dept.
5. Sales Professionals Must Help Gain Access To Customer Details Of Project Successes For Data Collection Of Case Studies
6. The Skills Of Our Designers Have Always Helped Us Standout And Must Continue To Differentiate Our Sustainability Efforts

# Credibility & Differentiation

1. Sustainability Efforts Must Not Supersede Package Performance
  - How Do We Maintain Performance With Less?
  - Design/Materials/Testing
2. Sustainability Results/Claims Must Be Supported By Evidence
3. Every Sustainability Success Internal/External Adds Credibility To Your Message So Share Them All
4. Attain Certifications To Support Your Commitment – SFI, ISO-14000
5. Provide Access To Case Studies On Your Website

# Sustainable Project Case Studies

## Example #1:

Mid-Atlantic Packaging has calculated the Tree savings for 3-alternatives of Walmart "Green" designs against our current Walmart design. To estimate the annual reductions we used 1 million cartons as the multiplier.

1. Control: = 16,058 Trees
2. Alternative #1: = 13,964 Trees (2,094 Less)
3. Alternative #2: = 13,712 Trees (2,346 Less)
4. Alternative #3: = 10,822 Trees (5,235 Less)

## Example #2:

DRC Project: 900gr Reduction Over Previous Package Program (60% Reduction and still met previous design Compression Requirements)

Floor Stand Display Project: 1800gr Reduction Over Previous Package Program (50% Reduction)