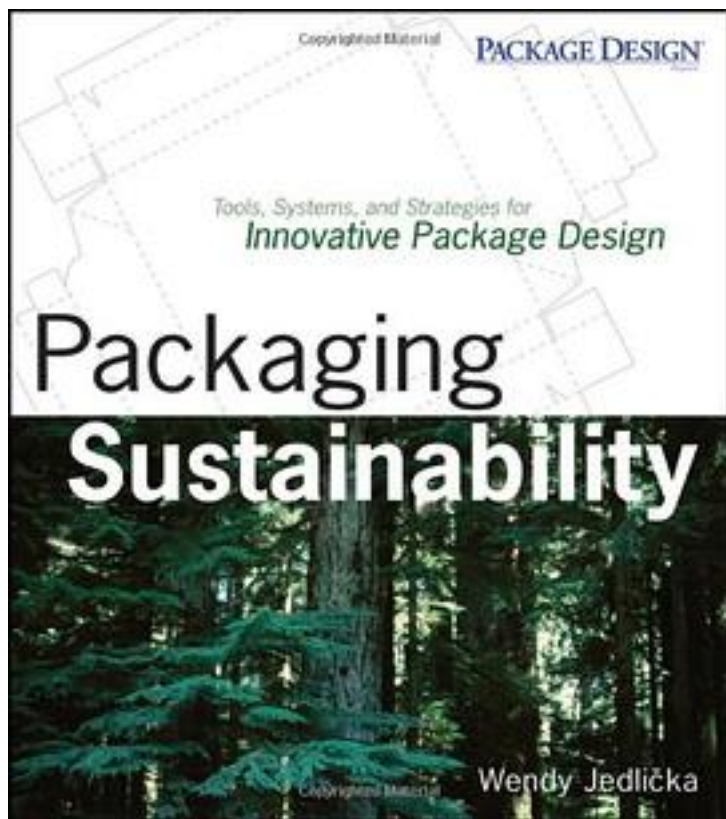


Packaging Sustainability



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How to take the lead with sustainable packaging design solutions With initiatives like the Wal-Mart Scorecard in the U.S. and the E.U.'s Packaging Directive, delivering sustainable packaging is now an integral part of today's global competitive market. Written by experts from a wide variety of fields, here is a comprehensive, single source of actionable information that enables everyone involved in the design and development process to make smart, informed decisions, opening new possibilities for

creating truly innovative solutions. Wendy Jedlicka, CPP (Roseville, MN) is President of Jedlicka Design Ltd. and a member of the faculty at Minneapolis College of Art and Design's groundbreaking Sustainable Design Certificate Program. A Certified Packaging Professional, she serves as Upper Midwest Chapter Chair (o2umw.org), as well as U.S. co-coordinator for the o2 Global Green Design Network (o2.org), and contributes frequently to Packaging Design magazine's "Sustainability Update" feature column.

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