

ENVIRONMENTAL ISSUES AND SUSTAINABILITY

Plastics

Plastics are a mixed bag. Some are better than others, but in general are not sustainable. All plastics are made with petroleum, off gas and leach into materials (including water and foods) they come into contact with over time. The FDA call plastic packaging that comes into contact with food, "indirect food additives". Plastics do migrate chemicals into materials that they touch. So it is important to be aware when designing packaging that involves plastics, that over time they could eventually become a part of what is packaged.

Plastic is not sustainable and never recycles, but instead down cycles. A plastic container that is recycled will never become a plastic container again, but instead could become a plastic bag or in other cases turned into fibers to make clothing (e.g. Patagonia). Much of the plastic used in clamshell packaging of products in your stores involve PVC (Polyvinyl Chloride). PVC cannot be recycled and is considered a contaminant by most global environmental organizations/governments. PVC is linked to ear, kidney and lung cancers and has a safe exposure level of zero, but it is a strong plastic and many retailers like Wal-Mart demand it to avoid shrinkage (theft). Please avoid PVC at all costs. There are other ways to make sturdy packaging that are safer. Use our packaging guidelines previously stated as a starting point to begin exploring.

The PANTONE MATCHING SYSTEM® - (Safe) Coated

A number of colors were removed from existing PANTONE coated palette as they contain Section 313-listed chemicals as determined by the Environmental Protection Agency (EPA). The toxicity problems mainly lie in the warm reds that contain Barium, which, if inhaled can lead to lung irritation and have also been know to cause heart problems.

Here is a list of the PANTONE colors removed from the standard palette for the safe palette:

123-126	1765-1815	490-495
136-140	183-188	497-501
1365-140	5189-195	4975-5005
150-154	211-216	504-409
1555-1615	436-440	5185-5215
163-168	443-447	5535-5565
1625-168	5455-457	560-565
170-175	4625-4645	567-572
176-181	469-472	

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