DISNEP Smartpackaging INITIATIVE

ONLINE TOOL

An online design tool to help improve the environmental performance of packaging and create a better experience for consumers.



DID YOU KNOW?



PACKAGING ENDS UP IN A LANDFILL

environment

One-third of waste generated in the U.S. comes from packaging.



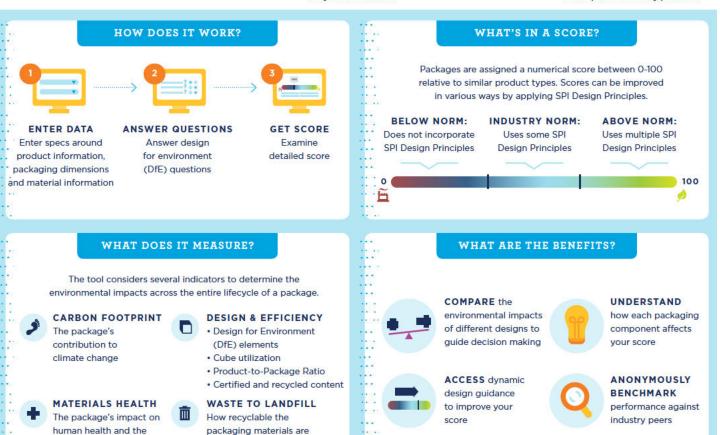
CONSUMERS WANT SUSTAINABLE PACKAGING

Consumers expect Disney to limit the amount of packaging and to use recyclable materials.



YOU CAN HELP MAKE PACKAGING MORE EFFICIENT

Less packaging means lower costs, reduced regulatory fees and more retail space for Disney products.



ROLL OUT: The SPI Tool is currently optimized for toys and will expand to other categories

BE PART OF THE NEXT EVOLUTION IN PACKAGING SOLUTIONS

