

IMPACT OF SUSTAINABILITY IN PACKAGING DESIGN: INNOVATIVE DIMENSION TOWARDS THE DEVELOPMENT OF ADVERTISING ARENA

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ABSTRACT:

In earlier times, the most crucial role of packaging was only to protect the product and provide functional benefits. However, the functions of packaging expanded with time. In the contemporary era, packaging has become more critical from the advertising point of view, and advertising has a vast impact on the development of commercial art. Besides, packaging design in advertising equally contributes a compelling visual impact on the consumer. Packaging is a communication element rather than just a part of the product in recent times. Sustainability involvement has significantly affected contemporary advertising scenarios through its eco-friendly packaging designs. It's much clearer that the term 'eco-friendly packaging' is more than a buzzword. Implementing eco-friendly packaging in a brand's operation is no longer an option - it's a necessity in modern times.

Sustainable design is designing product packaging to reduce carbon print and do less harm to the environment as possible. Indian Brands like Doodlage, Origami GoodKarma, Phool, Bare Necessities & Ecoware actively engage in sustainability through various packaging designs. Apart from producing long-lasting items, these brands reduce the usage of single-use plastic; they practice low waste packaging and support sustainable, ethical and recyclable packaging design, giving an innovative dimension towards the sustainable impact in the packaging design Industry.

Keywords: Packaging design, Advertising, Eco-friendly, Sustainability, Carbon footprint.

1. INTRODUCTION

In ancient times people survived through hunting and natural food. The need to store, preserve or transport the materials gave rise to the concept and need for packaging, which ultimately became the most crucial asset in terms of branding for sellers and customer experience. Sustainability is a significant concern in today's world, and therefore, the packaging industry is continuously devising new ways for a reduced impact environment. The packaging industry is quickly adapting to the rapidly changing needs of the consumer and the environment (Berg, Feber, Granskog, Nordigården, 2020).

Sustainable packaging design is a vast millennial trend and dramatically impacts the advertising of a particular product; as consumers are getting more aware of eco-friendly and sustainable packaging and products, the demand for these increases. From celebrities to influencers, all are trying to

promote sustainable products, fashion, or packaging (Donelson, 2022). However, there are several myths around which impact happened in sustainable packaging. One of the biggest myths is that sustainable packaging is expensive, which means lost branding opportunities (Poster, 2019). The term sustainable packaging is often used interchangeably with eco-friendly (Ager, 2021). Not necessarily all brands promoting sustainable products use sustainable packaging. But awareness among consumers regarding the environment increases the demand for more sustainable and eco-friendly products. But, final sustainable product development needs sustainable packaging design to meet consumers' demand and convey the right message through advertising. Making only Sustainable packaging or products is not the solution; advertising it to the masses and making them understand how they can contribute in preserving natural resources for future generations is needed. Also, educating on ways of disposing of sustainable products and packaging are vital.

2. THE EVOLUTION OF SUSTAINABLE PACKAGING DESIGN

In early times humans didn't feel the need for packaging as they consumed things at the same place where they lived. Gradually, the early men started moving from one place to another in search of food and shelter. They needed ways to protect, store and transport food and other goods. They started looking for various locally available sources to package their essentials which resulted in using multiple natural materials available for packaging and storing available naturally, including shells of coconut, gourds, animal skin, bamboo and fashioned leaves. History tells us how creative and impactful our past generations were to act in a way to keep this planet green and clean. When looked closely, sustainability is seen in everything our forefathers practised (Pradeep, 2020).



Plate 1 & 2:

Image Courtesy: <https://uspackagingandwrapping.com/blog/the-history-of-packaging.html>

2.1 TRANSFORMATION OF SUSTAINABLE PACKAGING DESIGN: EARLIER TO MODERN TIME IN ADVERTISING

As early humans were civilised, they learned to make clay pots, weave baskets using bamboo and plant fibre and make bags from animal skin. The evolution of packaging kept progressing, and humans explored new ways to pack and transport products; slowly, sustainable handmade packaging started being replaced by machine-made ones. England, in 1817, developed the first paper box, and Kellogg's was the first brand to use cardboard cartons for cookies and cereals. With this, a significant

revolution came, and now consumers started demanding single-use packaging, and to meet demands, manufacturers began producing large quantities of single-use packaging. Later by 1960, plastics rapidly became the most wanted and go to packaging material for many products. The overuse of plastic packaging became dangerous for our environment, and it started choking the water bodies and polluting the mother earth. It became an alarming situation for the whole world, and gradually humans began looking for various alternatives to reduce plastic usage and moved back to sustainable products and packaging. As a result, sustainable packaging evolved and is one of the growing trends worldwide.

2.2 FACTS ABOUT SOME INDIAN BRANDS GETTING MORE SERIOUS OVER ADVERTISING SUSTAINABILITY AFTER THE PANDEMIC:

After the global pandemic, sustainability and health have become important factors for consumers (Sharma, 2022). According to Capgemini's recent report, consumers engage more readily with brands and retailers that they perceive as sustainable and genuinely committed to green practices. The report found that 48% of consumers share an emotional connection with products or organisations that demonstrate eco-friendly qualities. During the pandemic, brands like WOW Skin Science, Diageo and Dettol launched eco-friendly packaging to test the waters; Dettol also launched 100% recycled bottles in India (Jain, 2020), indicating that more brands in India have started re-evaluating their packaging strategy to put the environment first. Big FMCG companies such as Marico, HUL, Nestle India, Future Consumer, Coca-Cola, Pepsi-co, Parle Agro also announced in 2020 that they will move to 100% recyclable packaging by 2025, helping towards a sustainable future. Moreover, for the research study, the research has chosen five Indian brands which are ethical, sustainable and eco-friendly and are advertising their product and packaging design very successfully in the consumer market, namely Doodlage, Phool, Origami GoodKarma, Bare Necessities, and Ecoware is already contributing a lot towards reducing our country's carbon footprint.

2.3 ANALYSIS OF FIVE REMARKABLE INDIAN BRANDS SUCCESSFULLY ADVERTISING AND PRACTISING SUSTAINABLE PRODUCT AND PACKAGING

DOODLAGE:

It is a Delhi based lifestyle brand that originated in 2012 believes sustainably. Doodlage is not only just sustainable but also an eco-friendly and zero waste brand which uses industry fabric waste and consumer fabric waste to re-design new fashion clothing. According to a survey fashion industry still generates 25% of such textile waste that needs pre-treatment before it could be used again as a resource for the next round of fashion production. Let's call this recyclable textile waste (Resource, 2021). Doodlage converts its recyclable waste into paper and accessories. For the product, the brand uses eco-friendly materials such as organic cotton, corn fabric, banana fibre & wasted or discarded fabric from the textile industry. All products are packed in a paper bag made of wasted materials or natural fibres. All packaging and products made by the brand are designed plastic-free and biodegradable.

Industrial recyclable textile waste from fashion production globally
9 mln metric tonnes

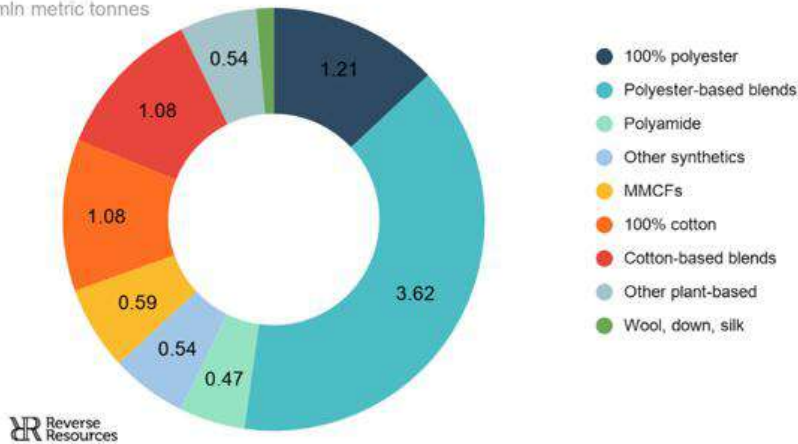


Plate 3:

Image Courtesy: <https://reverseresources.net/news/how-much-does-garment-industry-actually-waste>



Plate 4:

Image Courtesy: <https://doodlage.in/blogs/journal/how-much-does-garment-industry-actually-waste>

2.4 PHOOL:

Phool is an incense stick brand that started as a lean solution for temples – waste flowers. This company was formed with a mission to clean the Ganges. They recycle flower waste from each temple to make 100% charcoal free, organic incense sticks. This helps reduce flower dumps in rivers and plays a vital part in eradicating water pollution due to sacred temple flower waste. Talking about packaging design, they use 100% biodegradable packaging material so that our mother earth is not harmed. Each incense stick & cone is carefully handmade, wrapped in white paper, and finally packed in plastic-free recycled paper boxes.

Apart from plastic, another alarming but most important for breakage free shipping of the product is thermocol. After several research and development, Phool successfully launched an eco-friendly and sustainable alternative to non-recyclable EPS/Thermocol called Florafoam. It is a 100% biodegradable alternative to the toxic EPS, a.k.a. thermocol destroys our environment. These are made from temple flowers and can be buried in garden soil post usage and is a much cheaper alternative to Thermocol, while also utilising temple waste to preserve our pious Ganges.



Plate 5: Florafoam

Image Courtesy: <https://phool.co/pages/rnd>

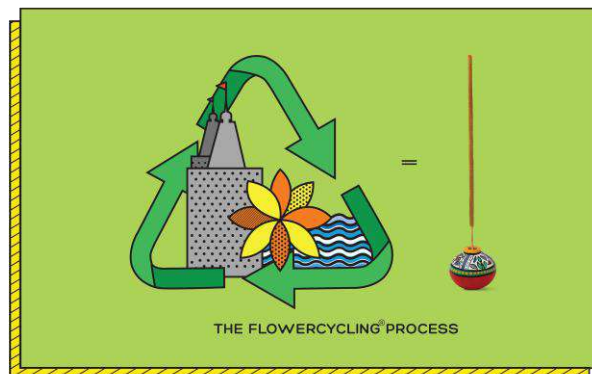


Plate 6: The waste temple flower recycling process

Image Courtesy: <https://phool.co>

2.5 BARE NECESSITIES:

The brand Bare Necessities started to pursue zero waste living, ethical consumption and sustainability. All products are ethically sourced from local farmers and are handcrafted in India. All products are powered by natural, bare Indian ingredients, which have no harmful impacts on health or the environment. They use zero waste for packaging and two kinds of packaging for shipping.

2.6 PACKAGING BARE BOX USING RECYCLABLE MATERIAL:

They only use post-consumer materials for packing each Bare Boxes. They use leftover cloth scraps old papers for under-cushioning and then put products in Glass Jars, wrap all in recyclable printed paper and pack in a brown corrugated box. All labels are printed on recycled paper, and they use only paper tape for packing. Also, they encourage customers to reuse glass jars and recycle all packaging materials by providing small videos of all.

2.7 PACKAGING BARE BOX USING ECOVIA BAGS:

This packaging initiative emphasises acting responsibly towards nature and zero-waste living and minimising single-use plastic. So the product is packed in an ecovia bag (reusable bag) and handed over to the customer during delivery. Once the customer receives the order, they can return the bag to the delivery person at the exact moment or later, they can scan the QR Code and return the product.



Plate 7: Bare Box

Image Courtesy: <https://bare necessities.in/pages/zero-waste-packaging>

Each of their packages is designed to be reused 150 times and cater to that many orders, which means each Ecovia package eliminates the need to produce 150 single-use packaging materials. Their packaging is also made from recycled plastic bottles, where each package eliminates 4 PET bottles from the environment.

2.8 ORIGAMI GOOD KARMA:

Origami good karma is an environmentally responsible brand founded in 1995; they produce sustainable products such as Kitchen towels, Toilet Paper Roll, Compostable Neem Comb, Biodegradable Neem Toothbrush; all product creation is from virgin agro-based resources without causing any harmful effect to the environment. They use fibre to revive sustainable technology, reduce carbon print, consume lesser fuel, and a closed-loop water system with zero effluent discharge helps conserve water.

They use recycled brown boxes for the packaging of these products, as paper-based packaging is typically much more accessible to recycle than plastic-based packaging.

2.9 ECOWARE

Ecoware was founded in 2010. This brand aims to create sustainable takeaway packaging solutions and reduce the usage of single-use plastic. The brand uses 100% biodegradable material for its production. The products are made from a plant resin called bio-composite, which consist entirely of plant material. 92%-95% is made of plant fibres from bamboo grass, sugarcane, and rice husks left after processing crops. It is all-natural and non-toxic, which means the food packed inside is safe and does not contain any harmful chemicals. Also, while manufacturing this, no plants were harmed.

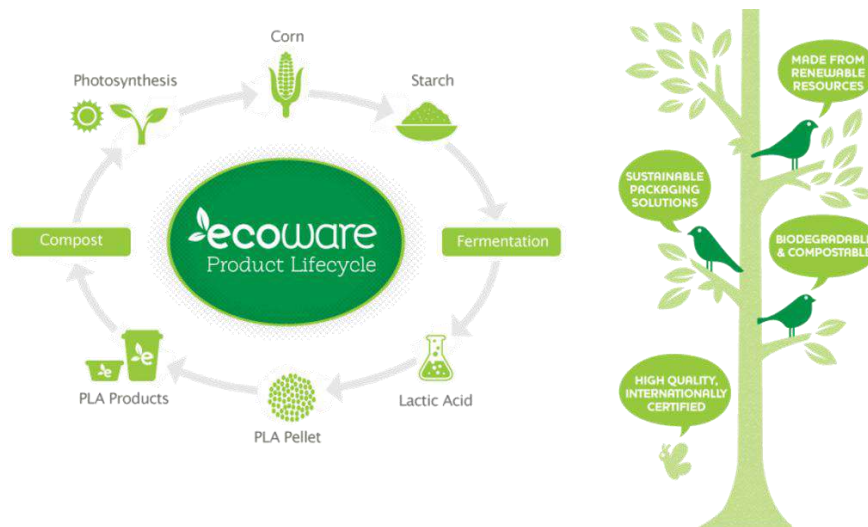


Plate 8:

Image Courtesy: <https://www.marinedirectorynz.com/listing/ecoware-biodegradable-takeaway-and-disposable-packaging>

3. CONCLUSION:

The research study tried to find that the above-mentioned Indian brands have already started creating/executing an impact in the Indian packaging design market and are contributing a lot towards the production of sustainable products and packaging. All these brands use more recycled material for packaging, which ultimately reduces carbon print and reduces plastic and textile waste. The research study tried to establish that the involvement of sustainability in packaging design reflected a considerable impact and revealed innovative dimensions towards the development of the advertising arena.

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