

From Cradle to Cradle: Rethinking Amazon.com Packaging

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Shipping and Boxes

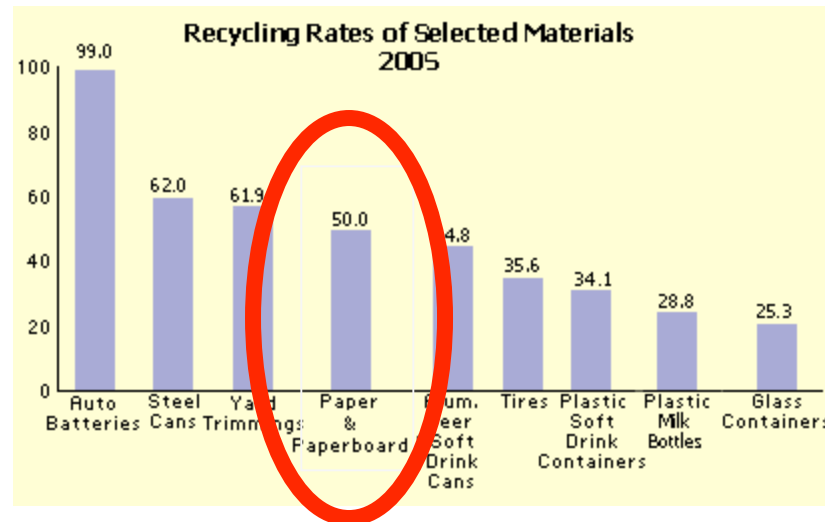


Production

- Weight of Standard Book Shipping Box: 2.5 oz.
 - 17 trees to make one ton of paper
 - 17 trees to make 12,800 Book Shipping Boxes
- Packaging Industry produced 600 billion square feet of Corrugated Cardboard in 2002.
 - 37% of which became packaging boxes
 - 51.3/100.2 M tons of paper recovered (53.4%)

Disposal

- Shipping Packages accounts for more than 30% of your garbage
 - In 2005, a record 51.5 percent of the paper consumed in the U.S. (51.3 million tons) was recovered for recycling. Paper recovery now averages 346 pounds for each man, woman and child in the United States.



Amazon

- \$3.58 billion in book sales in 2006
 - Over 0.9 Billion items shipped
 - ½ Packaging goes to landfill.

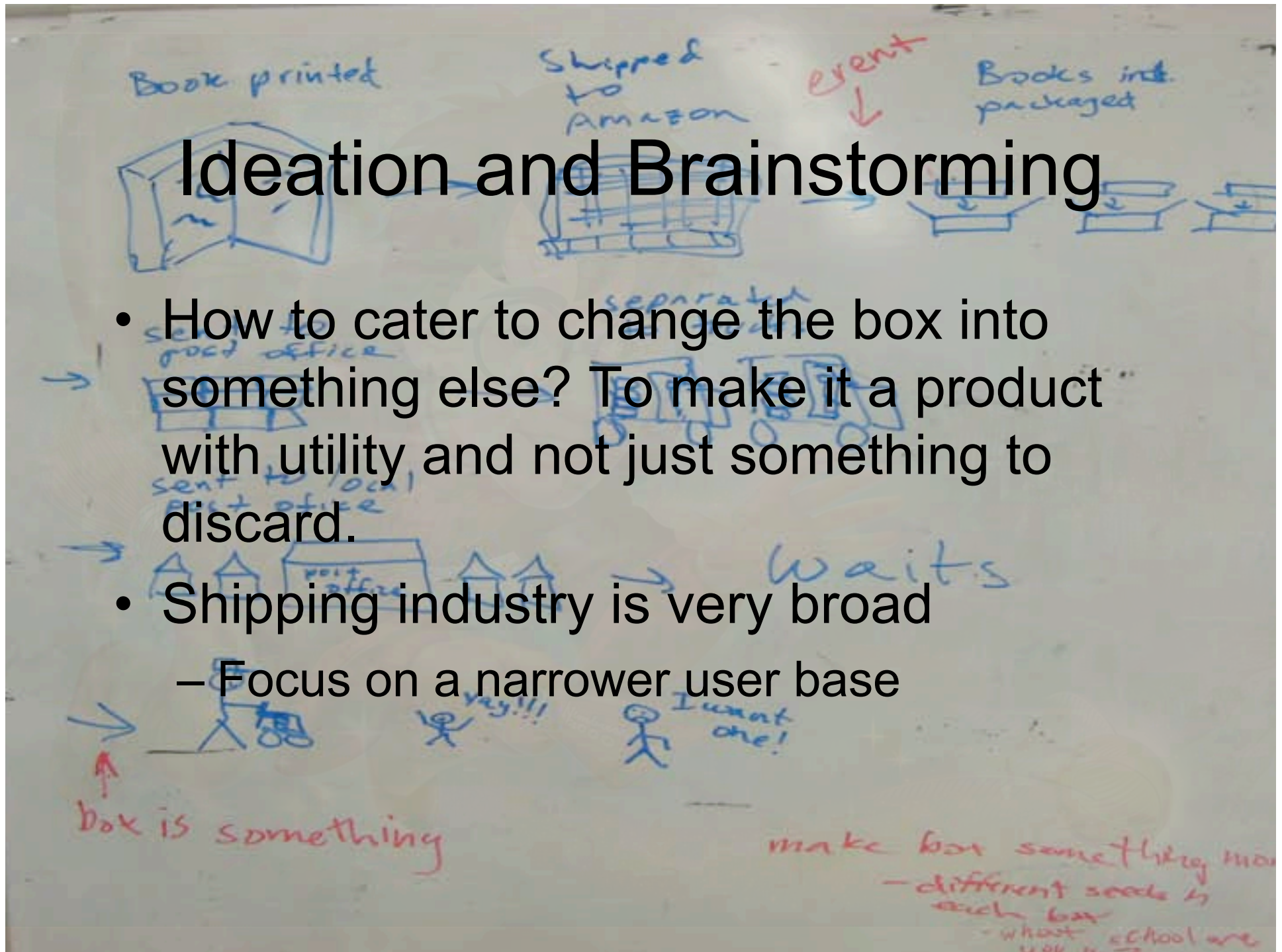


The User

- The Individual:
 - “... I keep them in the closet or under something whenever I can.”
 - “... I try to recycle or have the intent to recycle, but sometimes someone else just throws it away.”
- The Store:
 - “... We break down the boxes and pile them up until the pile gets too big and then someone just takes it out to recycle.”
 - “... We reuse about a quarter of the boxes we get”
 - Borders on University avenue gets shipments of books in standard boxes that hold ~16 books each stacked onto pallets with 50 boxes each.
 - There are 3 shipments per week, three pallets in each shipment. Total **450** boxes per week

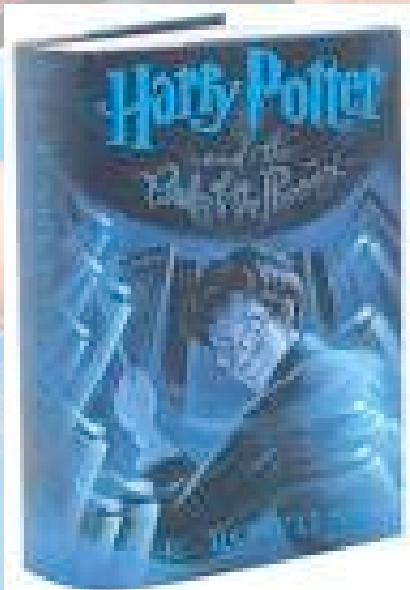
Ideation and Brainstorming

- How to cater to change the box into something else? To make it a product with utility and not just something to discard.
- Shipping industry is very broad
 - Focus on a narrower user base



The Insight

- Harry Potter and the Order of the Phoenix (Book 5)
 - 5 million copies sold on first day worldwide
 - Amazon shipped 789,000 the first day*

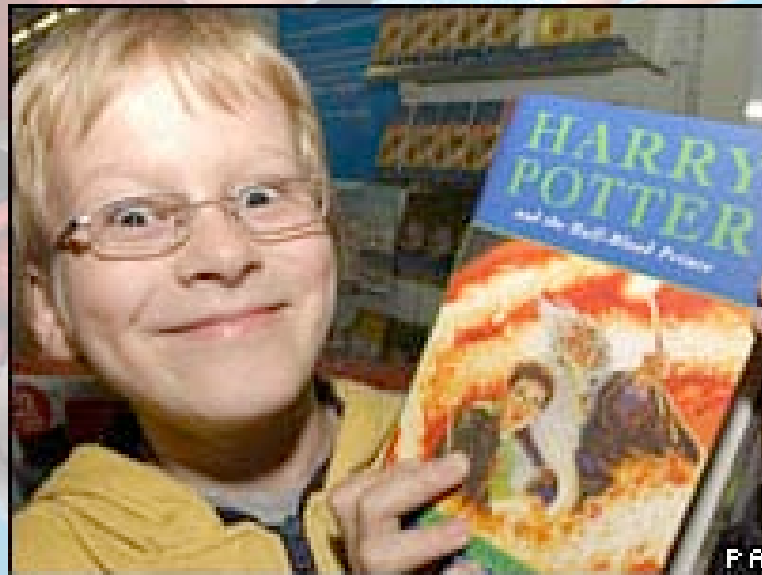


**The Wall Street Journal, June 2003*

<http://www.parapublishing.com/sites/para/resources/statistics.cfm>

The Insight

- Harry Potter and the Half-Blood Prince (Book 6)
 - 8.6 million in first 24 hours worldwide*



*<http://news.bbc.co.uk/2/hi/entertainment/4692093.stm>

The Insight

An illustration of Harry Potter flying on a broomstick. He is wearing his signature round glasses, a red scarf, and a black robe. He is holding a wand in his right hand, which is emitting a trail of golden sparks. The background is a bright blue sky with a large, dark castle (Hogwarts) visible in the distance. The overall scene is magical and celebratory.

- Obtaining a new Harry Potter book is an “event”
 - Separate from the experience of reading the book
- There is a marketing campaign associated with its release

The Opportunity



- A detailed story with opportunities for products that fans can relate to
 - Candy: Every flavor beans, Chocolate frogs, etc
 - Toys: Time turners, wands, etc
 - School association: Gryffindor, Slytherin, Hufflepuff, Ravenclaw
 - Snape: Friend or Foe
 - The sense of anticipation, magic, and mystery
- Midnight release parties take place all over the world
 - 1,500 people lined up at Toys R Us in Times Square for Book 6



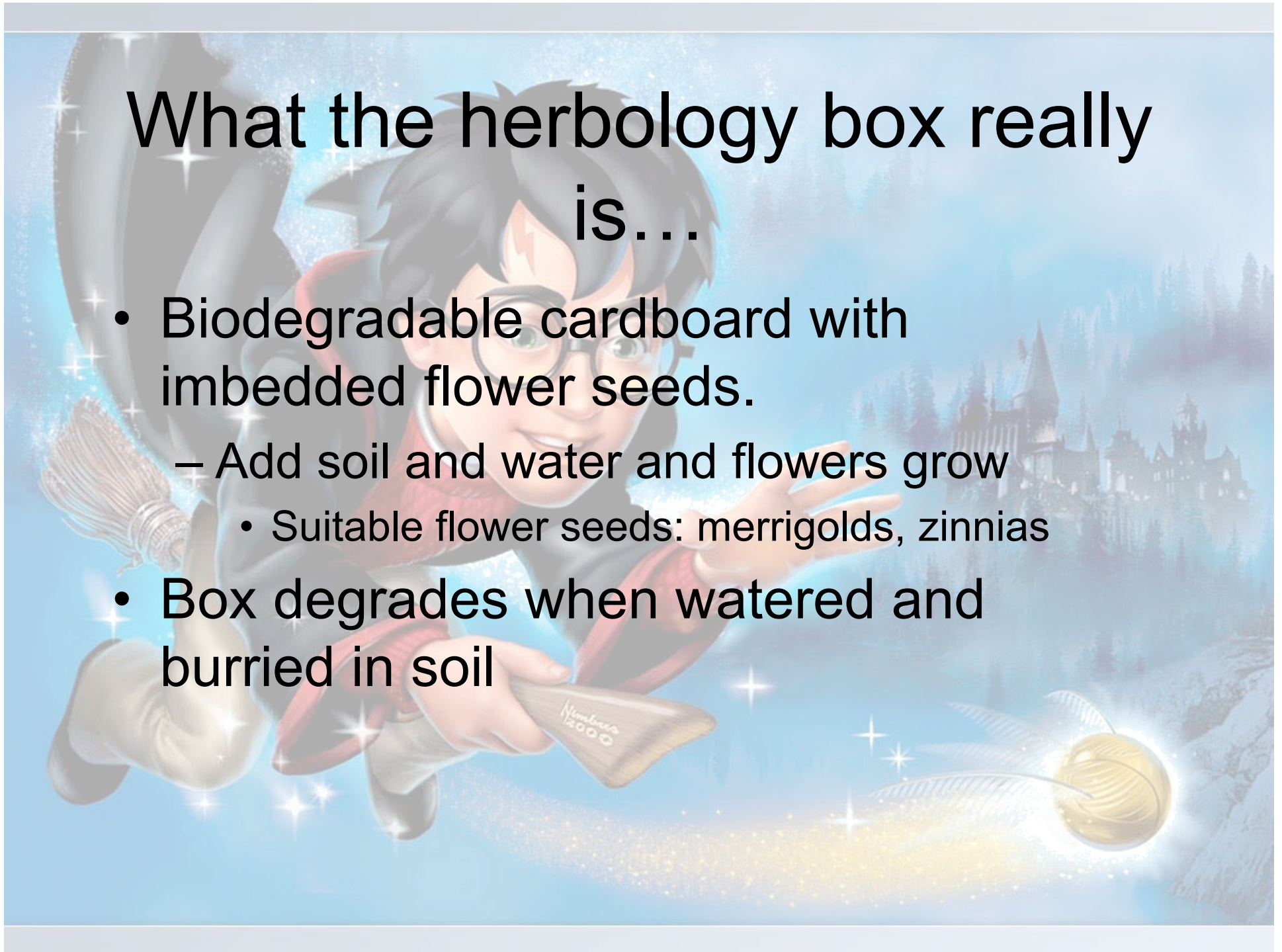
A background illustration of Harry Potter flying on a broomstick. He is wearing his signature red and black Gryffindor robes and round glasses. The scene is set against a light blue sky with a castle in the distance and a glowing feather and gold coin in the foreground. The overall aesthetic is magical and whimsical.

Magical Harry Potter Herbology Box

- “Transfigures a cardboard box into a wonderful garden!”
 - Find out which Harry Potter School you belong to!
 - Show your support for Snape or call Snape out as a traitor!
 - Grow your own gillyweed, Mandrakes, Abyssinian Shrivelfigs, and Fanged Geraniums

What the herbology box really is...

- Biodegradable cardboard with imbedded flower seeds.
 - Add soil and water and flowers grow
 - Suitable flower seeds: merrigolds, zinnias
- Box degrades when watered and burried in soil



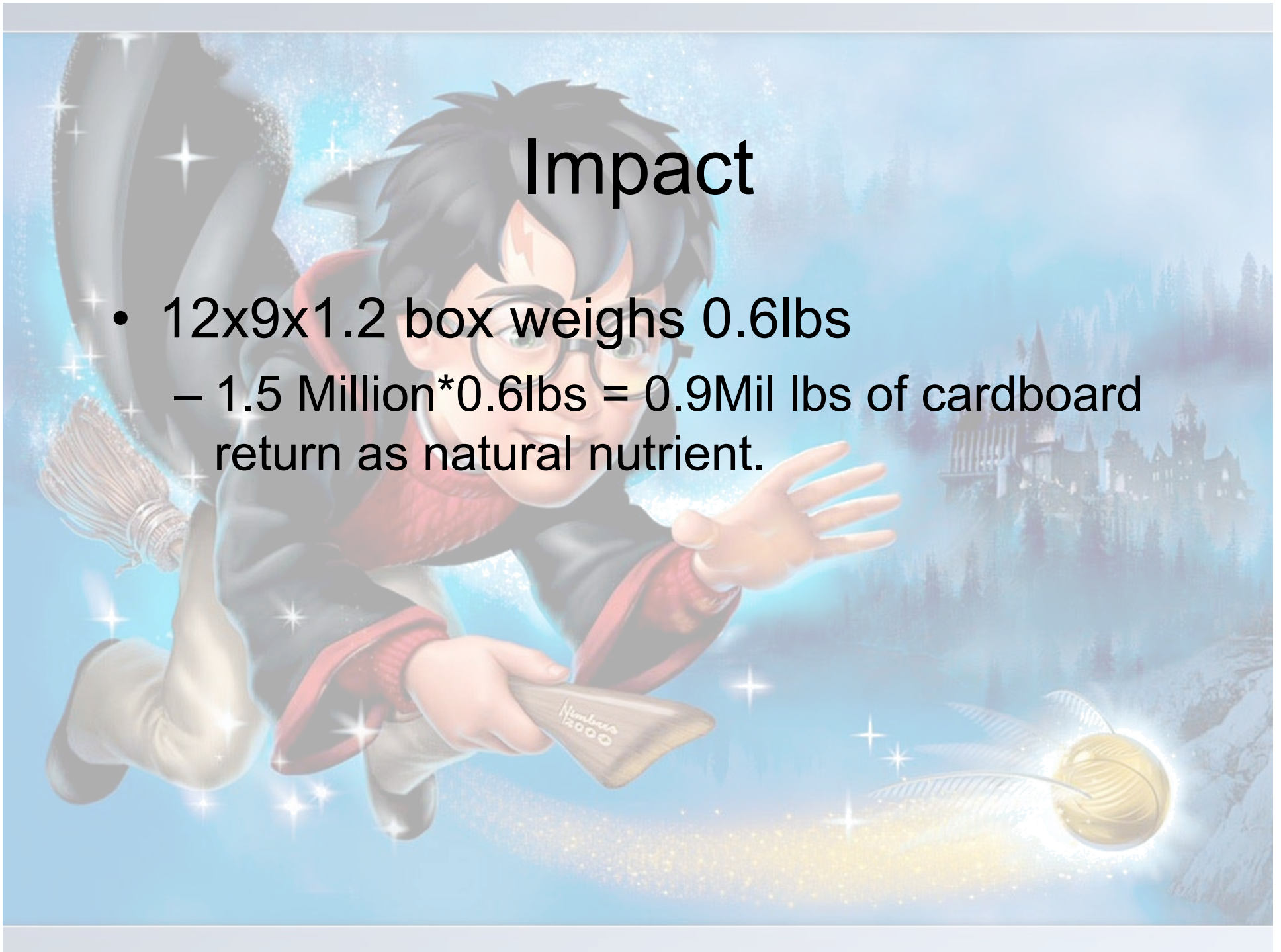
Impact

- Harry Potter and the Deathly Hallows
 - 1.5 Million Amazon preorders with 44 days, 8 hours and 10 minutes left until it's released



Impact

- 12x9x1.2 box weighs 0.6lbs
 - 1.5 Million*0.6lbs = 0.9Mil lbs of cardboard return as natural nutrient.





★ Another way to think about it...

- 1.5 million children and families that will be exposed to composting.
 - Raises awareness
 - Provides a model for shipping of products



YES! Harry Potter!
Thanks, Amazon!



Cool! The box is
the garden!



The box folds into a flower pot ...



Wow! That was easy!



Just add soil ...



Add the embedded seeds ...



And add water ...



A few days later ...



Sweet! I'm in
Ravenclaw

Ha! I'm in
Gryffindor!

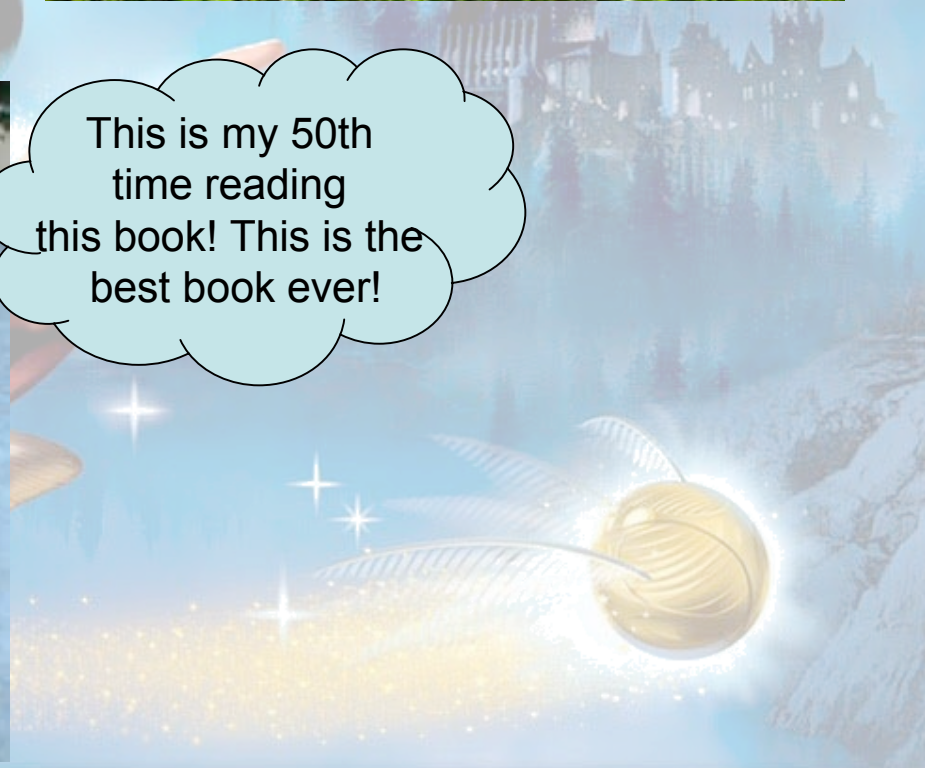
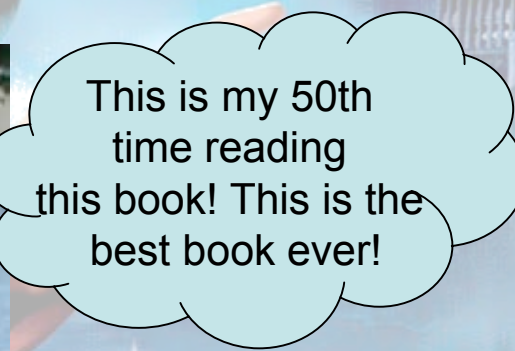


Then just plant the entire compostable garden in the ground ...

And get your personalized Amazon.com Landscape!



This is my 50th time reading this book! This is the best book ever!



Or ..



Plant a sapling ...



Get a tree!

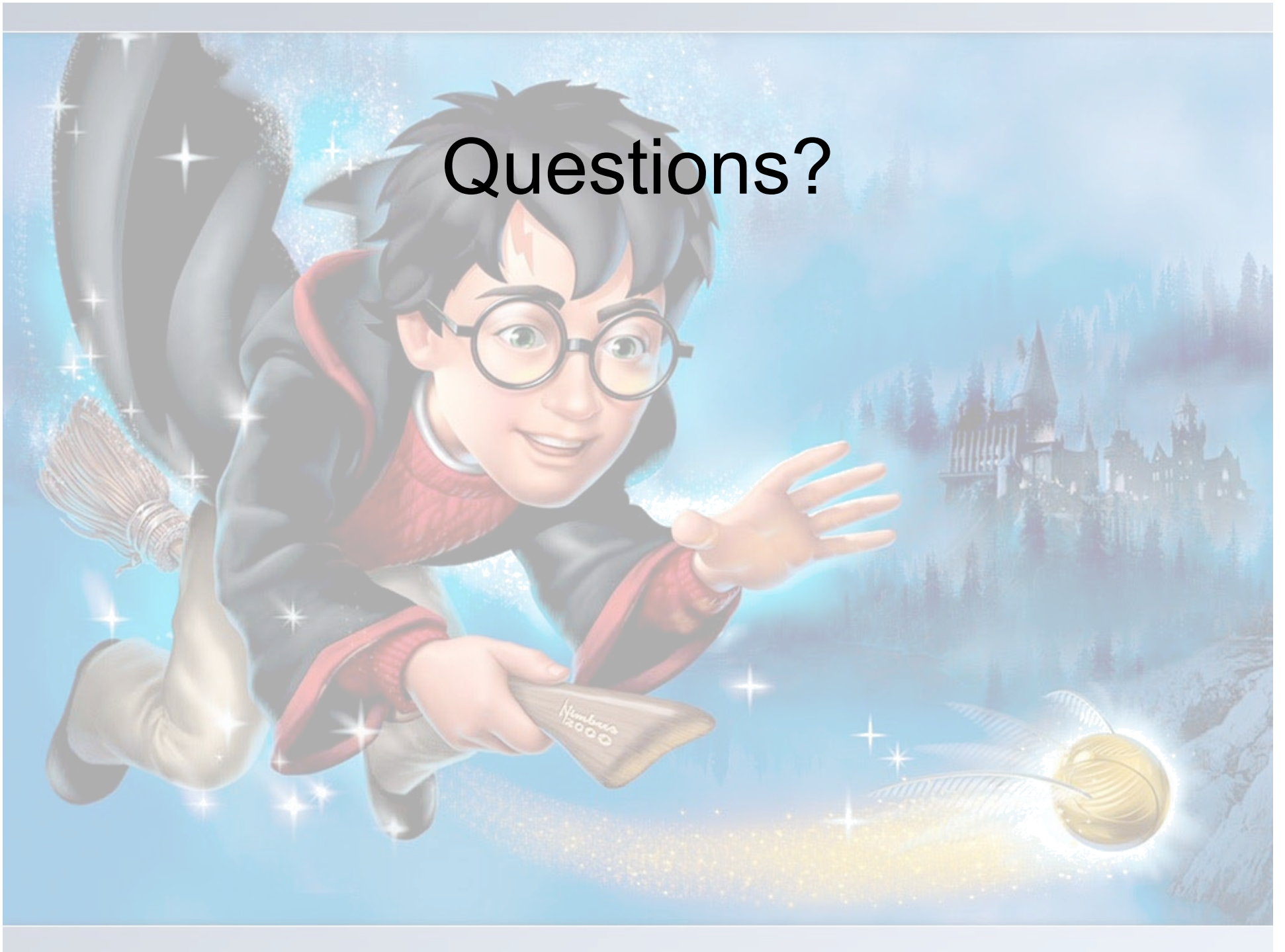
[amazon.com](https://www.amazon.com) **for the Amazon**

Taking it Further

- “reAmazon-ing the World”
 - See the flowers and know what I’ve read

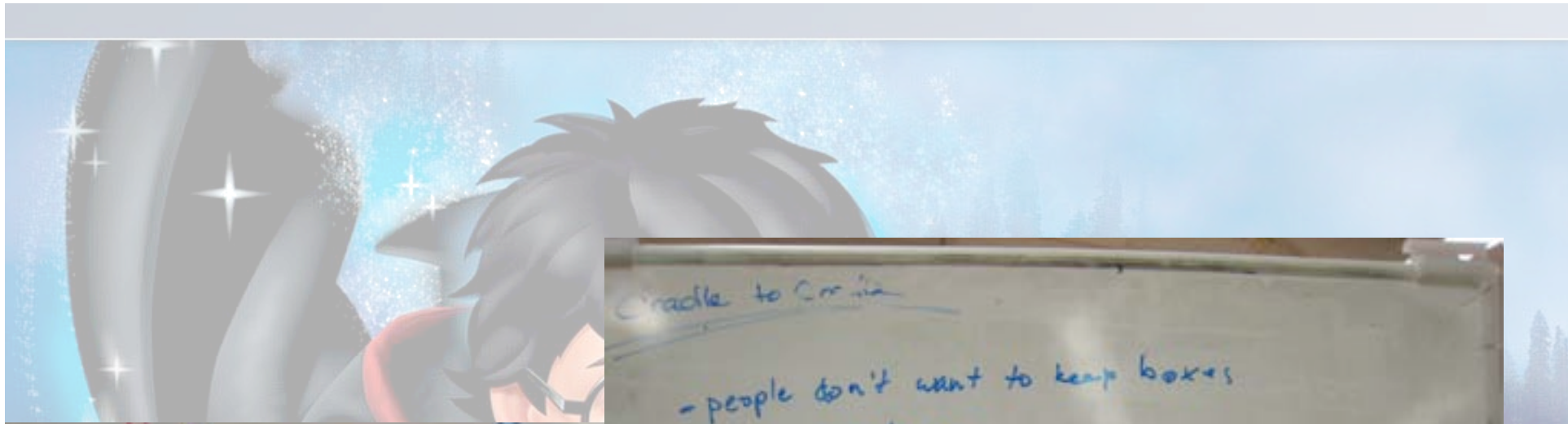


Questions?



Sources

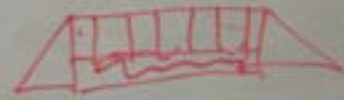
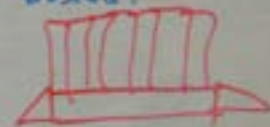
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⊖ Harry Potter pre-orders
 * turn into a toy
 wands
 hats
 broom
 Candles
 dragon
 herbology c
 * send in box
 owl
 incentive to
 * Amazon event for b
 no boxes
 * book is a box
 * book is a shelf for all HP books
 * The box is not waste



Cradle to Cradle
 - people don't want to keep boxes
 ✓ ⊖ Urban gardener
 - ebay & amazon used (need)
 - how do we get people to save boxes?
 ✓ ⊖ envelope / air pocket
 ✓ ⊖ comm. box place
 ⊖ book is a box
 ⊖ custom book printing serv.
 ⊖ Harry Potter pre-orders
 * turn into a toy
 wands



Big city event

- No ind. boxes
- mega to mini events
- no shipping \$
- collector's ticket @ event

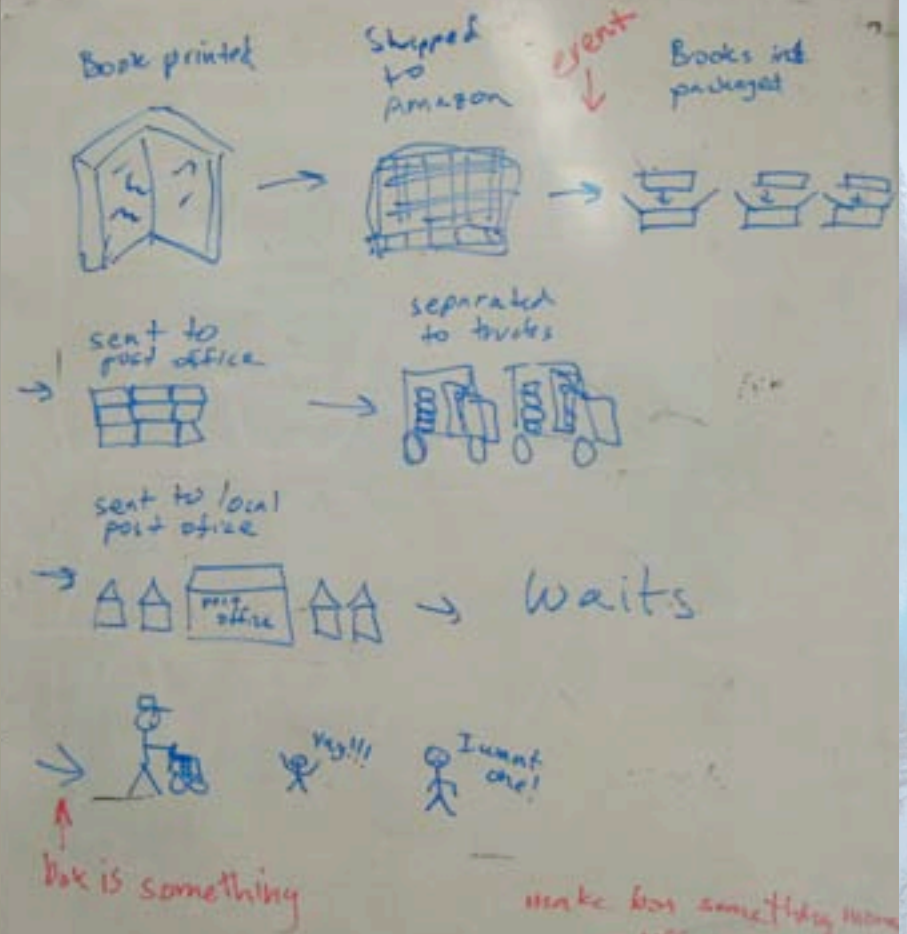
Box is something

- book shelf for all H.P. books
- seeds in cardboard
- plant to find out what you got (game?)

Overall

use the box

- video games (Halo)
- console (PS2)
- clothing/shoes



make box something more
- different seeds as
such box
- what, what we
use to do

Other High Profile Shipping Products

- Video Games
 - Playstation 3
 - Wii
- Fashion Lines

