

DEVELOPING A SUSTAINABLE PACKAGING SYSTEM FOR BAMBOX



GREENLIGHT GREENPAPER

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The GreenLight team devised a strategy for a more efficient local and nationwide delivery service and researched more sustainable packaging options.

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Challenges & Opportunities

A critical challenge BAMBOX faced was the inefficiency of its delivery system, as they used one company vehicle to hand deliver each box to customers. Their packaging materials consisted partially of recycled materials or were compostable, but BAMBOX wanted to explore more options in the realm of sustainable materials. While only spending approximately 32 cents per plastic container, it was challenging to find a lower packaging price than this. BAMBOX also planned to create a nationwide delivery system and shipping method, which presented the GreenLight team with the opportunity to make this vision a reality, in a sustainable way.

Recommended Solutions

After discussing various options with the Project Partner, the team agreed that customers will provide their own containers. If needed, BAMBOX will provide the customer's first two reusable containers for free, then charge a small fee if further replacement containers are needed. These containers were made out of sugarcane, which is a more sustainable alternative to the current plastic containers, and saves BAMBOX money.

Project Benefits

BENEFITS TO PROJECT PARTNER

Through the reusable tupperware system, BAMBOX can decrease negative environmental impacts, protect the bottom line, increase operational efficiency, and improve positive brand perception.

BENEFITS TO SOLUTIONEERS

The project team members gained awareness of a startup company and the challenges it faces. They learned how to break down a seemingly complicated problem and find a sustainable solution, which benefits both the company, its customers, and the environment. We were able to utilize our sustainability knowledge and problem solving skills by collaborating with professionals that could bring our ideas to life.

BENEFITS TO THE COMMUNITY

Community members will create less waste and feel good about their purchases from BAMBOX. When customers created the habit to reuse the containers, this sustainable habit could spread to other areas of their lives.