Green Packaging: Making Materials Matter

Meet the Panel

**Design & Source Productions, Inc., Laura Tufariello, President and Founder**

Laura Tufariello is President and Founder of Design & Source Productions as well as its divisions Chameleon Packaging and TerraSkin. The company was established in 1995 and she oversees the research, design, and coordination of the manufacture of fashionable packaging and private label or promotional products. In 2000, Ms. Tufariello began to focus on finding new sustainable materials to offer clients, and this focus evolved into an entirely new mission statement that marries profit with purpose through innovative thinking. One of the innovative materials Ms. Tufariello has introduced is TerraSkin™, a tree free paper made from stone and uses no trees, water or bleach for production. She is an active founding member of the Sustainable Packaging Coalition and is currently on the committee developing “end of life recycling” labeling protocol for all consumer packaging. Ms. Tufariello is an adjunct professor at FIT in New York where she developed and taught the course “Sustainable Packaging”.

**About Design & Source Productions:** With global offices in Miami, Taiwan, Hong Kong, Shanghai and Guangzhou, the company is headquartered in New York which is 100% wind powered. In 2008, Design & Source received the first New York Enterprise Best Green Business Practices Award. Clients include Target, Starbucks, Conde Nast, Trump, and Christian Dior. The company also offers consulting services to companies on how to best streamline their packaging needs and how to best use sustainable materials; clients of these services include Apple, Estee Lauder and Wal-Mart. The company belongs to organizations such as C-TPAT (Customs-Trade Partnership Against Terrorism), BSR (Business for Social Responsibility), the SPC (Sustainable Packaging Coalition), CoRR, (Coalition for Resource Recovery).

**Ecovative, Sam Harrington, Environmental Director**

Sam Harrington joined Ecovative during the company’s beginnings at Rensselaer Business Incubator. He is directly involved in developing the manufacturing system for EcoCradle™ packaging, taking the system from concept to implementation. Throughout this time, Sam has also conducted extensive Life Cycle Assessments (LCA) for grants from the NSF and NYS EIP. Sam is an active member of the Sustainable Packaging Coalition. He has also worked with the Citizens Environmental Coalition in Albany where he helped organize the health environment, healthy economy symposium. He is a two time winner of the Change the World Challenge, and a winner in the international Dyson Eye for Why Design Competition. He holds a dual B.S. in Mechanical Engineering and Product Design and Innovation at Rensselaer Polytechnic Institute.

**About Ecovative:** Ecovative has developed world changing materials that are directly replacing Styrofoam and other petrochemical based foams. The company uses a unique process involving mushroom technology to yield materials that can compete with synthetics on performance and cost, but has a much lower environmental footprint. EcoCradle™ protective packaging is comprised of locally sourced agricultural byproducts bonded together by mycelium. Custom molded parts can be grown indoors in less than a week. The final materials have comparable performance to Styrofoam and other foamed plastics. Unlike synthetics, EcoCradle™ is home compostable.

**Estée Lauder, Pratt Institute, Jonathan Thayer, Designer Engineer in Corporate Product Innovation and Professor of Industrial Design**

Since graduating with his Bachelor of Industrial Design in 1994, Professor Thayer has designed furniture, consumer products and packaging for a broad range of individual and corporate clients. After a short stint with Colgate Palmolive, he joined the Estée Lauder Companies in 1997 to work within a strategic “blue sky” package development department
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responsible to globally identify new materials, processes and proprietary designs and implement them across the corporation. In 1999 he joined the faculty of Pratt Institute where he was primarily responsible for incorporating emerging technology such as CAD & Rapid Prototyping into the curriculum. Since then he has been awarded numerous U.S. Utility Patents for his work at Estée Lauder, and coordinated many diverse industry sponsored projects at Pratt Institute where he has been nationally recognized as a leading educator. He recently left Estée Lauder to focus on his own design consulting work and continues to teach at Pratt Institute where he holds the rank of full time Associate Professor with Tenure.

About Pratt Institute and Estée Lauder: Pratt Institute is one of the leading art, design, and architecture schools in the world, Pratt offers undergraduate and graduate programs in art, design, architecture, writing, and library and information science, many ranked within the top three in the country. Pratt Institute is taking a leadership role in sustainability for schools of art, design, and architecture nationwide. The Estée Lauder Companies Inc. is one of the world’s leading manufacturers and marketers of quality skin care, fragrance and hair care products.

Tri-Plex Packaging Corporation, Ken Golden, Founder and President

Ken Golden designs and manufactures custom packaging for the publishing, entertainment, health & beauty and consumer electronics markets. He has directed his company’s sustainable practices by focusing on structural design, and material specifications utilizing recycled and recyclable materials wherever possible, and mandating that manufacturing partners pursue green initiatives for paper handling certification, reducing energy consumption, recycling waste and minimizing VOC’s in their processes. Ultimately, he works with clients to balance the options of availability and cost of more sustainable packaging without compromising economy, aesthetics or functionality. Mr. Golden holds several structural design patents, has been a member of the Sustainable Packaging Coalition, has made presentations on packaging to various industry groups and is recognized as one of the publishing industry’s innovators of sustainable media packaging.

About Tri-Plex Packaging Corporation: Tri-plex provides a complete design driven retail solution to maximize the shelf impact and merchandising strategies for a brand. These services include graphic and structural design, custom packaging and displays at point of sale, assembly, fulfillment and transportation. Tri-plex has helped franchise brands look their best since 1990.

Moderator:

Fashion Institute of Technology, Sandra Krasovec, Associate Professor in Department of Packaging Design & Co-Author of Packaging Design: Successful Product Branding from Concept to Shelf

Sandra is a professor in the Packaging Design Department at FIT (Fashion Institute of Technology). Teaching for fourteen years, she has been instrumental in developing the department’s curriculum and creating a network between students, alumni, brand design firms and the packaging design industry – including CPGs (consumer products goods companies), packaging materials manufacturers and printers. Sandra has over twenty-five years of experience in brand and packaging design over a wide range of consumer products and services. With a BFA in visual communication, she began her career in Chicago and moved to New York City to open a New York office for Chicago-based Kornick Lindsay. As Director of Design, she developed strategic brand and packaging design solutions for Fortune 500 companies. She launched the consulting business Krasovec Design, providing strategic design and marketing solutions for consumer products companies and service businesses. She is now a managing partner of Design Practicum, a design consultancy of
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which she brings a special focus on materials, technologies and design methodology with sustainability as an integral part of the creative process.

About the Fashion Institute of Technology:
FIT (Fashion Institute of Technology) is New York City’s internationally recognized college for design, fashion, art, communications, and business. As an urban institution of the State University of New York, it has a tradition of teaching and inspiring emerging leaders. There is an active and diverse group of industry leaders, faculty, staff and students within the FIT community working together to incorporate sustainability into all that the college does. As part of Clinton Global Initiative University (CGI U), FIT’s sustainability project, “FIT Goes Green: Infusing Sustainability into our Culture,” is a broad-based, multi-pronged approach to sustainability, reflecting the college's unique mission in design and design-related business, technology, and liberal arts.