



'Trying to turn **Green** Into **Gold**'

Or... RE:tie 2nd Use packaging design:
the story so far'

Peter Martin, Junkk Male, Junkk.com



A Teensie Bit of Background

Studied Veterinary Science
at University of Reading

Graduated in Civil Engineering
From King's College

Worked in advertising for over
20 years

Founded Lloyd Martin
Singapore

Founded Firebird.com

Founded Junkk.com

Invented RE: tie



Green Business Opportunities

Public called to reduce emissions

The UK public are being invited to participate in a mass experiment to reduce climate change as part of National Science Week.

"Click for the Climate" invites people to pledge to make a small change to their lifestyle during science week to reduce carbon dioxide emissions.



10 Downing Street is also getting energy-saving bulbs fitted

Chief scientist, Sir David King, said cutting emissions is up to

White van men urged to go green

26/01/2006

The UK's 200,000 van drivers are to be encouraged by the government to improve their driving skills through a new £1.3m scheme.

Aimed at reducing vehicle and fuel costs for businesses and helping the environment, the Safe and Fuel Efficient Drivers (SaFED) initiative will initially fund 200 instructors to train 3,500 van drivers across the UK.



'Clear lead needed' on green life

Environmental advisers to the UK government are urging more radical action to promote green lifestyles.

The Sustainable Consumption Roundtable (SCR) says people need a clear lead from government.

Its report, I Will If You Will, urges measures such as taxing



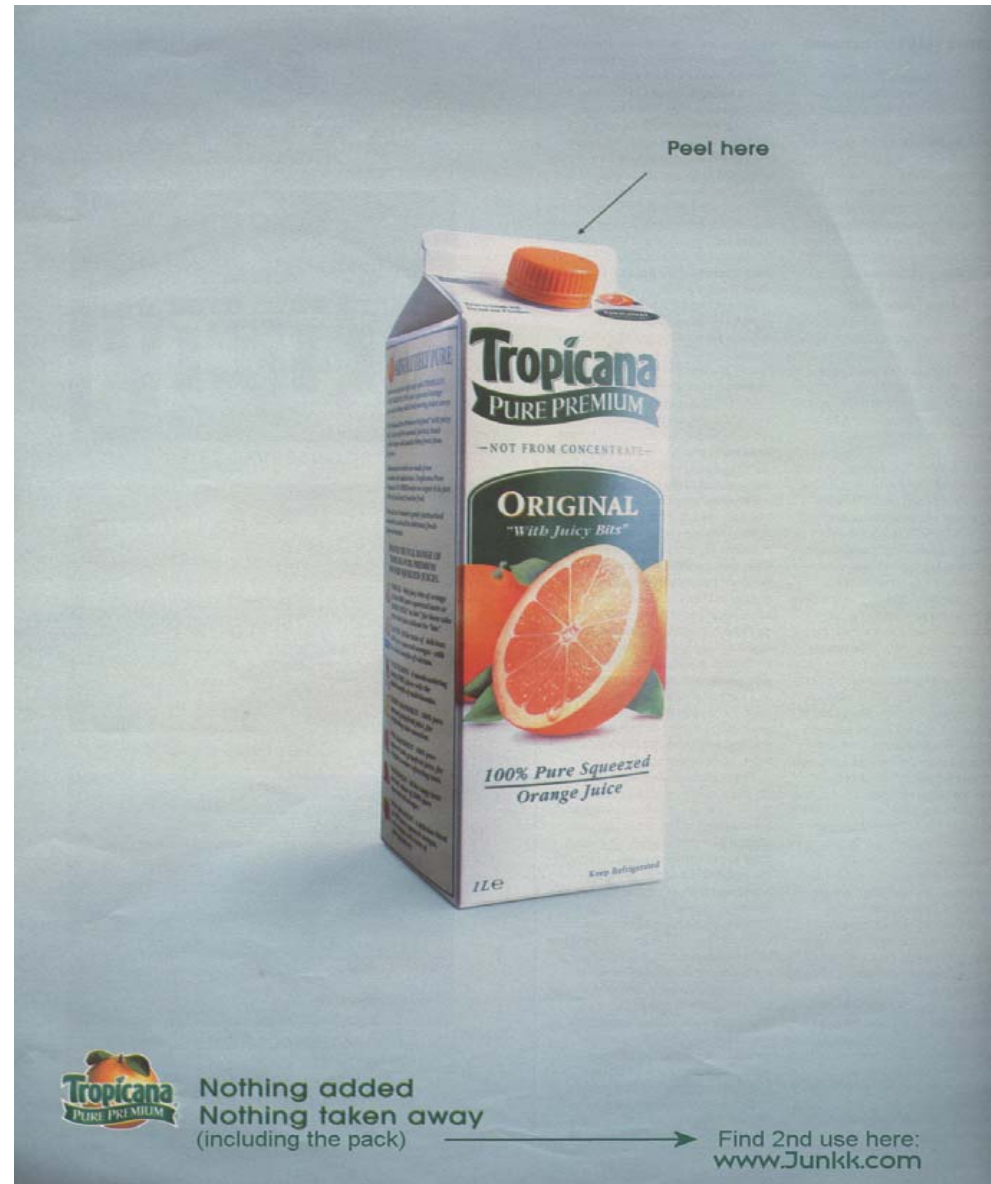
Air travel should be taxed for its carbon emissions, the SCR says

Stick
And... Or
Carrot?

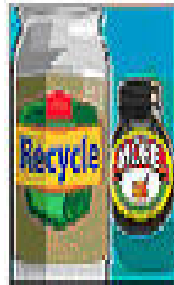
UK consumers
spend several
billions on goods
& services with
low impact on
global warming



'Where
there's
Muck
there's
Brass'



It's all a Matter of Timing



Defra demands less waste from the industry ...

by Samuel Solley Marketing 1 Feb 2006 08:10

LONDON - The government is putting greater pressure on design firms and consumer goods companies to reduce packaging waste.

Government and business are currently waiting on consumers to choose more 'green' products and services. Consumers are ready & willing to act on climate change and the environment, but can't see the point, because they feel their efforts would be isolated and in vain. *Source: National Consumer Council*

Ride the Wave!

MARCH 13, 2005 • THE SUNDAY TIMES

Good riddance to green rubbish

When the humourless and stupid Earth Centre opened six years ago, Tony Blair hailed it as being "greater" even than the dome. His views were echoed by Michael Meacher, then an environment minister, who went on to say that this lottery-funded eco-theme park would be a "living and breathing example of sustainability".

Well it wasn't. Because last week a last-ditch attempt to save the centre failed. Which means it's gone for good, taking £36m of our money with it.

The Earth Centre encapsulated everything that is so wrong-headed about this government and its frizzy-haired, baggy-breasted advisers, huddled together, oblivious to the fact that all their eye-squintingly daft ideas and initiatives are thousands of light years away from what anyone actually wants.

So when one of them mined a hitherto unimagined seam of idiocy and came up with the notion of a green theme park where people could actually watch their own excrement being converted into fertiliser and then sprayed onto the vegetable garden, which would produce food for the centre's cafe, no one said: "Hang on a minute. Are you seriously suggesting that people will pay £14 to eat someone else's shit?"

This is because they don't like Alton Towers, which smacks of the Great Satan and commercial greed. They therefore end up believing that we'd much rather spend the afternoon tucking into one another's faces than have another go on the log flume.

So, in a blizzard of ignorance and naivety, the Earth Centre opened on the 400-acre site of my family's old glassworks outside Doncaster and damn nearly drowned in a sea of effusive newspaper articles by yet more frizzy-haired, baggy-breasted

And then there was the blurb that said the Earth Centre was bound to succeed because it was within "a two-hour drive" for 20m people. Yes, except, if you turned up in a car you were charged £8.50 to get in, whereas if you turned up on a train or a bicycle it was only £4.50.

When will these buffoons realise that if you open an attraction without sufficient free parking it is absolutely bound to fail? That's what did for the dome. They deliberately made it inaccessible for motorists, because "I don't have a car, and neither does anyone else I know."

Unfortunately, 28m people in this country do have a car, and I should imagine they didn't take kindly to being herded into the Earth Centre's unheated cinema and reminded that they were a pack of planet-murdering bastards.

It wasn't the hypocrisy, though, that annoyed me most about this terrible place, or the waste of money.



Jeremy Clarkson

£ This place encapsulated all that is wrong with the government and its baggy-breasted advisers ♪



80% of our
Environmental
Impact is from 4
Decisions:

- How we run our homes
- What we consume
- How we get around
- Holiday travel

*Source: National
Consumer Council*

Junkk.com

Household brands are coming to truly realise that potential



Source: Chartered Institute of Marketing

But still few are trying to engage with the consumer directly, and in end-benefit driven ways that they can respond to tangibly


From Sainsbury's, beers with that little extra something: 2nd Use.



Not all beers are created equal. The ones in our Taste the Difference range are made in small quantities at the Meantime micro-brewery in Greenwich, with the very best ingredients we can find, from Franconian Malt to Bavarian Hops. They're not pasteurised like regular beers. Instead, they're allowed to mature for as long as five weeks for a fuller, fresher flavour. The end result is something to be savoured, not just a way to take the heat out of a vindaloo. Taste the Difference isn't just a clever slogan, it's the truth. 2nd use idea as featured in www.junkk.com.

sainsburys.co.uk

Sainsbury's



18p

Longlife bulbs.
Subsidised.
Why?
Because we want to help you save money.
And the planet.

Subject to availability at selected UK stores.

TESCO | *Every little helps*

Matching the Deeds to the Words



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Search Heinz

Your search for recycling did not return any results.

WRAP defends use of public funds in Heinz can trials (28.02.06)

WRAP has defended its use of public funds in helping food manufacturer Heinz to reduce the weight of its steel cans.

The Waste and Resources Action Programme responded to critics who questioned why government money was being put towards work the steel packaging industry was carrying out anyway.

The director of WRAP's Waste Implementation Programme, Philip Ward, explained that funding the Heinz trials speeded up the process and put the results of the trials in the public domain so that other companies can also benefit.

WRAP provided £250,000 from its £8 million waste minimisation innovation fund to test new cans made with less steel.

The aim of the project is to help cut the amount of waste that ends up in the household bin, and WRAP believes the Heinz trials could lead to the saving of 28,000 tonnes of waste each year if taken up by other manufacturers.

“ We did fund the trials which had the dual benefit of bringing them forward in time and, more importantly, putting the results into the public domain. ”

- Philip Ward, WRAP

Kellogg advertising campaign turns sour

By Anita Awbi

21/02/2006 - Advertisements for Kellogg's Coco Pops Straws have been referred to the UK's Advertising Standards Authority (ASA) after a consumer watchdog claimed they were misleading to children and adults.

According to Which? the TV adverts are socially irresponsible, presenting the chocolate straw biscuit as a way of enticing children to drink more milk when in reality the product is unhealthy.

www.CFS.com



Food miles leave a bitter taste

23/01/2006 - The organic food movement has been hijacked by supermarkets intent on being seen to be green, but their disrespect of food miles shows they are anything but.

Are Consumers Being Overwhelmed by Too Much Talk and Too Little Substance?

Consumer scepticism rife, says new labelling study

By Anthony Fletcher

13/01/2006 - A UK study into the widespread use of food marketing terms has found that consumers remain deeply sceptical about a number of common phrases.

The Food Standards Agency (FSA) has revealed that consumers have a low degree of what exactly words such as 'style' and 'selected' mean. In addition, the survey found that many consumers harbour a strong element of mistrust when it comes to taking labels on face value.



Is ethical living practical?

Ethical living may salve your conscience, but is it practical? Kate Finnigan gives her shopping habits a moral makeover - and spends a week finding out

Shows of Commitment to Selling



Kellogg unveils special-edition centenary p...

by Staff Marketing 1 Mar 2006 08:10

LONDON - Kellogg is producing a special-edition Corn Flakes pack to mark the brand's 100th anniversary.

Or Showing Commitment to the Customer?



The Possibilities
are Endless -
If you have
the Budget...

Heineken backs \$50m light beer launch with viral push
by Heydon Prowse Brand Republic 1 Mar 2006



Heineken Light:
backed with digital
campaign

NEW YORK - Heineken is backing the launch of its new light beer with its first major step into digital marketing, part of a \$50m (£28.5m) launch campaign devised by New York-based creative agency Berlin Cameron United.

The introduction of Heineken Premium Light will be the biggest launch of a light beer in the US and the most Heineken has ever spent on a launch campaign.

The Balls...



...and Belief



Orange ditches £10m Animals work after a mo...

by James Quilter Marketing 25 Apr 2006 08:30

LONDON - Orange is to axe its £10m 'Animals' ads after just four weeks in favour of promoting its global rebrand from France Telecom.

MARTIN'S MONEY TIPS E-MAIL

Free To Use, Ad Free, Consumer Revenge

www.MoneySavingExpert.com

To receive this e-mail, sign up (it's

Recycle your mobile and make serious dosh,

As customers we use brands to...

The Key
Fundamentals
of Best Brands
Apply:

- Make our **decisions** easier
 - A shorthand
 - Risk reducer (e.g. in style, taste, or functioning)
 - Buy on “automatic pilot”
- Make **statements** about ourselves to others and to ourselves
 - I am what I buy
 - I would like to be what I buy

Source: Chartered Institute of Marketing

Marketing
#101...

Nothing More
Outstanding
than a USP!



Jersey Royals.
What's the difference between
ours and our competitors?
Not much really.
They're the same quality as M&S.
The same price as Asda.
And probably all flown in from
Poland

Shop
Local | *Buy the planet
breathing time*

Jersey Royals new potatoes 500g pack. Asda price checked at Southgate Store 24/04/09. Price comparison includes Express, Marks and Spencer and ELM. Subject to availability. Selected UK stores.

Getting in
Over My
Head

Junkk.com



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Camping/picnic Plates - KFC Salad Container

User: junkkmale([Ask User](#))
Rating: ★★★★★ (16 ratings)
[Rate This Idea](#)
[See User Comments](#)

Material: Plastic
Colour: Clear
Ext ø Dia: 30 cm
Date: 31/01/2005



Description:

Keep them top and bottom after your meal, clean them and y disposable plate and bowl for your next camping trip. Eat eno year and you have enough to never do any washing on your

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Alberto Balsam Herbal Conditioner 400ml e

User: Emma([Ask User](#))
Rating: ★ (1 rating)
[Rate This Idea](#)
Material: Plastic
Colour: Purple
Dimensions: 21 x 5.5 x 5.5 (HxWxD cm)
Date: 22/10/2004



Description:

This material needs an idea, if you have one, let us know and we will put it up!

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Rubbish
 Needn't Be a
 Dirty Word



PSYCHING UP THE GREEN CONSUMER

"Messages from governments admonishing people for buying products that cause environmental damage appear not to be working. People are simply not listening. Making people feel guilty about their lifestyles is achieving only limited success. So we need to look again at how we enlist the public to live in ways that cause minimal environmental damage." **Dr Klaus Toepfer, Executive Director of the United Nations Environment Programme.**

"The losers will be those who won't work with the idea of sustainable consumption. The winners will be those who identify core needs and rethink what they do. They'll realise it's another way of making money." **Bas de Leeuw, UNEP/DTIE.**

Introducing RE:tie - Savings... and makings... from designed-in eco-pack design

Why – we are here - history

Who – the market is

What – has been done to date

Where – we are going next

How – much it will take

And - some other stuff

(a boy needs to retain a certain air of mystery)

RE:tie - A Quick Potted History

Summer 06 - Dreamt it up

Oct 06 - Applied for a Patent

Oct 06 - Exhibited at BIS. Won Medal

April 07 - Exhibited at Geneva Invention Show.
Won a Bigger Medal!

May 07 - Visited Total Packaging

Summer 07 - Got some nifty PR & a few more Awards

Autumn 07 - Knocked out a rough Business Plan,
Secured IP Funding & Subsequent Enhanced
International Protection

Nov 07 - Attended Caps & Closures, Brussels

Today - Still facing a steep, uphill slope!

Why we are here

■ The RE:tie

◆ Multi-award-winning

- ★ Geneva International Inventions Show 2007
- ★ EAST Journal Green Marketing Awards
- ★ FOCUS DIY Green Hero
- ★ Fillip IP Awards

■ An evolutionary development

◆ Topical - market opportunity

- ★ Legislative/commercial pressures

◆ Commercial

- ★ Time is now right to exploit potential
- ★ Helping businesses see what can be done



Who – our market is

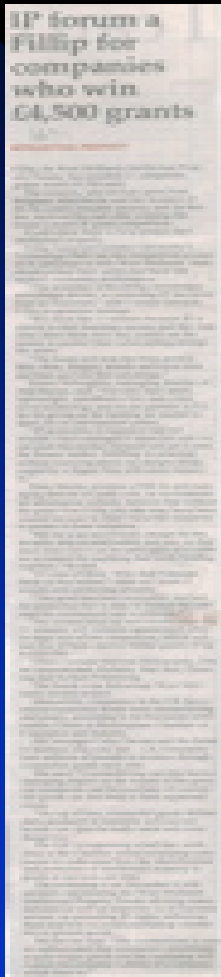


- Secondary
 - ◆ Consumers
- Primary
 - ◆ Brand Manufacturers/Retailers
 - ◆ Caps & Closure Suppliers



What has been done to date

- IP Protection
- PR
- Marketing
- ◆ Shows



Where we are going next



- National
 - ◆ PR
 - ◆ Marketing/Sales
 - ★ Exhibitions
- Funding
 - ◆ WRAP, NISP, Carbon Trust, BizLink, VCs, Bas
 - ◆ You tell me... please!
- International
 - ◆ Marketing/Sales -
 - ★ Exhibitions
- Expansion
 - ◆ Staffing
 - ◆ Diversification
- Further protection
 - ◆ Trade Mark/Branding
 - ◆ Licensing

How much it takes

■ Costs

◆ LOTS!!!!

- ★ Trademarking
- ★ Prototyping - closure/printing
- ★ Commercialisation/ Licensing
- ★ Marketing
- ★ PR
- ★ Opportunity costs

- ★ Staff
- ★ Premises



What's Worked.. Or Hasn't

???



IN THIS BULLETIN



COMMUNITY

LATEST BLOGS

Green fatigue, ethical cynics and eco centrics
By Chris Arnold
I went on Holiday and took the Internet with me
By James Cooper

NEWS



Waitrose calls review of £26m ad account
by Kate Nettleton Campaign
01-Nov-07, 11:15

LONDON - Waitrose has kicked off a review of its £26 million above-the-line advertising business.



From: Junkk.com

Subject: [Fwd: 'You're An Entrepreneur,' People Say, 'So You Must Be Able To Read A Balance Sheet.']



"No one said saving the planet
was going to be easy,
but we can surely have fun - and
make some money - trying"

Junkk.com



Ta!

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