‘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

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
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
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.
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.

“Mr. and 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
Maintaining Trust -
Or... not

**Kellogg advertising campaign turns sour**

By Anita Avbi

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.

**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 save 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 pack

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?

Waste not.

www.junkk.com
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

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...

• 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
Getting in Over My Head

Junkk.com
Rubbish Needn’t Be a Dirty Word

<table>
<thead>
<tr>
<th>Camping/picnic Plates - KFC Salad Container</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>User:</strong> junkkmale(Ask User)</td>
</tr>
<tr>
<td><strong>Rating:</strong> ★★★★★ (16 ratings)</td>
</tr>
<tr>
<td><strong>Material:</strong> Plastic</td>
</tr>
<tr>
<td><strong>Colour:</strong> Clear</td>
</tr>
<tr>
<td><strong>Ext Dia:</strong> 30 cm</td>
</tr>
<tr>
<td><strong>Date:</strong> 31/01/2005</td>
</tr>
</tbody>
</table>

**Description:**
Keep them top and bottom after your meal, clean them and use disposable plate and bowl for your next camping trip. Eat and throw away and you have enough to never do any washing on your next camping trip.

<table>
<thead>
<tr>
<th>Alberto Balsam Herbal Conditioner 400ml e</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>User:</strong> Emma(Ask User)</td>
</tr>
<tr>
<td><strong>Rating:</strong> ★ (1 rating)</td>
</tr>
<tr>
<td><strong>Material:</strong> Plastic</td>
</tr>
<tr>
<td><strong>Colour:</strong> Purple</td>
</tr>
<tr>
<td><strong>Dimensions:</strong> 21 x 5.5 x 5.5 (HxWxD cm)</td>
</tr>
<tr>
<td><strong>Date:</strong> 22/10/2004</td>
</tr>
</tbody>
</table>

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

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”
Info@Junkk.com - 01989 762269