

# Paper or Plastic? Rapioli!

The premise of reuse is to optimize the embodied energy and original materials it takes to manufacture products in the first instance.

By Ken Eskenazi, CEO, Innovation To Industry Inc.



**L**os Angeles based Innovation To Industry (i2i) offers businesses an alternative to the ubiquitous and often costly cardboard box. We work together to develop and provide resource-efficient, reusable packaging solutions for shipping parts or products.

Rapioli, our flagship product, took form out of a packaging design challenge, underwritten by McDonough Braungart Design Chemistry, FedEx, Amazon and the EPA. Our team entered a flat, hand-made plastic prototype, with an integrated closure and cushioning design, which looked like ravioli.

Thanks to a grant from the California Department of Conservation, Beverage Recycling Division, we've transform the now patent-pending Rapioli concept into reality. Rapioli is thermoformed from rPET with the highest percentage of post-consumer content possible, made entirely from used water and soda bottles. The rigid outer trays and the flexible inner pillows for cushioning are made from the same material and similar process.

Reusable packaging can significantly reduce costs throughout a company's supply chain, including inventory and labor costs. Of course, the business would need reverse logistics in place in order to get the packaging back to reuse point.

The area of greatest effectiveness for the Rapioli is with back-and-forth operations for a closed loop process. In particular, shipping of individual, high-value or fragile items like electronic components, medical samples, and eyeglasses fit well in the Rapioli.

A more durable reusable container like Rapioli may be have a higher initial cost, but the per trip cost is greatly reduced with each reuse. Net savings might even be realized as soon as the second turn-around. Moreover, business owners that are committed to sustainable practices see the benefit of less waste and less recycling and disposal costs right off the bat.



## MAKE A STATEMENT

Ship in your own reusable packaging – a much more sustainable solution – than single use plastic bags and wraps.