

PACKAGING TOOLKIT

Designing Packaging to Reduce, Reuse and Recycle

The toy business is driven by innovation and new product development – and new products come in wide-ranging, constantly changing shapes and sizes.

In 2018, we implemented “30 Standards for Package Design” to reduce materials use and drive more efficient, lower impact packaging design. Our product teams are tasked with meeting aggressive targets for reducing materials and cost.

The Mattel Packaging Toolkit was then created to help us keep moving toward our packaging goals. It provides demonstrated ways to develop more sustainable package design and supports our design and product teams as they develop optimal packaging solutions. The toolkit helps our teams ...

- Reduce/right-size packaging
- Design zero or minimal waste packaging
- Reduce or eliminate blister packs/plastics
- Choose sustainable materials, such as FSC certified or post-consumer recycled fiber
- Utilize QR codes for communication
- Implement closed box e-commerce designs

All of this adds up to the fact that we pay close, ongoing attention to how we can maximize efficiency, make recycling simple for consumers and provide them with good reasons to reuse the packaging.

Designing with Consumers – and the Environment – in Mind

Reducing material and choosing the right material are our responsibilities. So is empowering consumers to reduce, reuse and recycle.

We’ve come up with ways to make the package have true value, like the reusable storage bag for MEGA Bloks and the “color reveal tube” packaging that serves as a key part of the play experience for the Barbie® Color Reveal™ Doll.

When it comes to recycling, consumers don’t have the same level of knowledge about what to do. Our brands utilize the How2Recycle label on their domestic products whenever possible. As we use these labels to guide consumers in proper recycling, we also explore other ways to make separation easier and materials more suitable for municipal recycling streams.

Improved recyclability is also facilitated by using vegetable-based inks and water-based coatings, and by reducing solvents and any undesirable chemicals in our packaging. Approaches to avoid laminates and material combinations that will reduce the quality of the recycled fibers are also included in the Packaging Toolkit.

Mattel has made great progress in using recycled packaging content, and in regions where the recycled supply allows, we source our master cartons with 100% recycled fiber and our individual packages at 80% (this is true in China, which represents our largest source location). Along with reducing the use of plastics, 30% of blisters use recycled content (25% pre-consumer recycled).