

# HOW TO SAVE THE PLANET

## Think **INSIDE** The Box

Consumers are receiving more packages than ever, and businesses are also sending them something they didn't order: a box of air. The average shipment contains up to 64% air in some product categories – that's a lot of wasted space. Here's how else we are being impacted by this major packaging problem:



### SHOE BOX SAVINGS



NEARLY 65 MILLION  
**SHOE BOXES**  
WORTH OF CARDBOARD  
COULD BE SAVED IN ONE DAY.

THAT'S A TOWER OF BOXES THAT  
COULD REACH THE MOON  
**7X OVER.**

### MATERIAL SAVINGS

#### PER DAY

1.98 SQUARE MILES WOULD BE SAVED  
PER DAY, PER DELIVERY, WHICH IS  
ENOUGH CARDBOARD TO COVER  
CENTRAL PARK 1.51 TIMES DAILY.

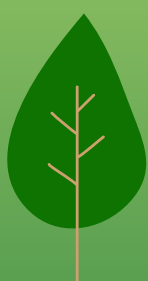


#### PER YEAR

SCALING THAT UP OVER A YEAR,  
THAT'S ENOUGH CARDBOARD TO  
COVER THE WHOLE OF NEW YORK  
CITY 2.41 TIMES.



### TREE SAVINGS



=



151.59 BOXES

ONE TREE

**2.5 BILLION BOXES**  
A YEAR WOULD BE SAVED  
**= 16.6 MILLION TREES**