



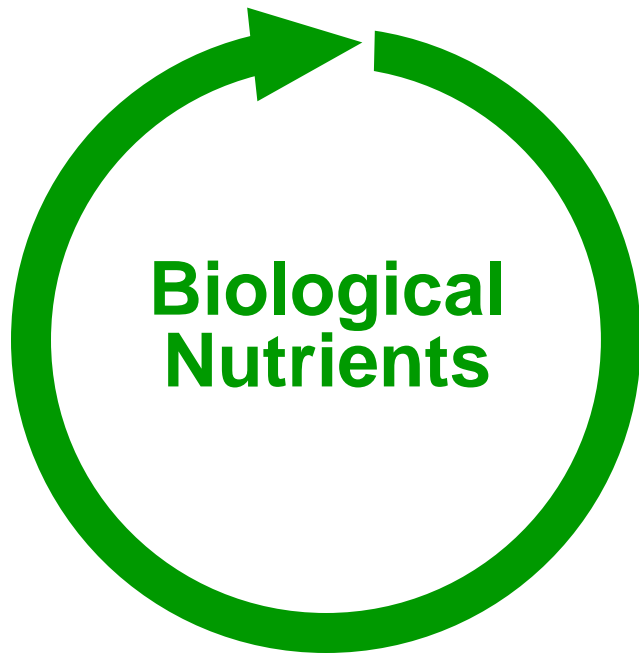
Design Challenges and Opportunities

Innovating Product Life Cycle

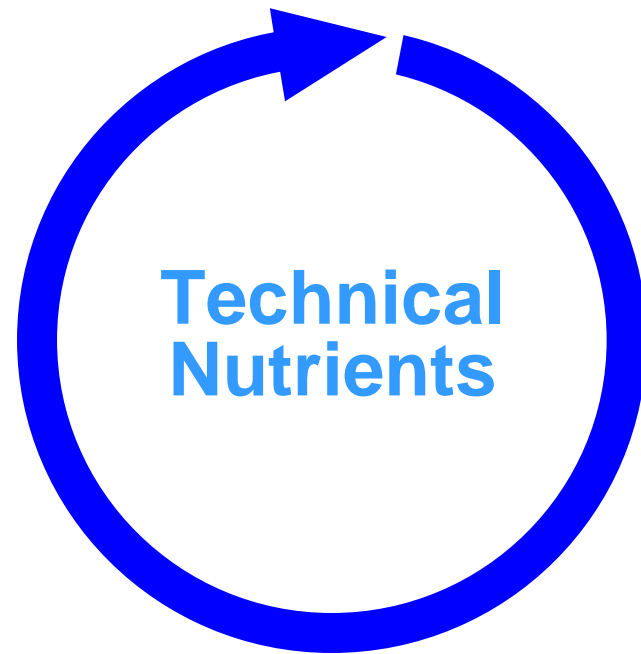


Re-envisioning Product Cycles

**Biological
Metabolism**

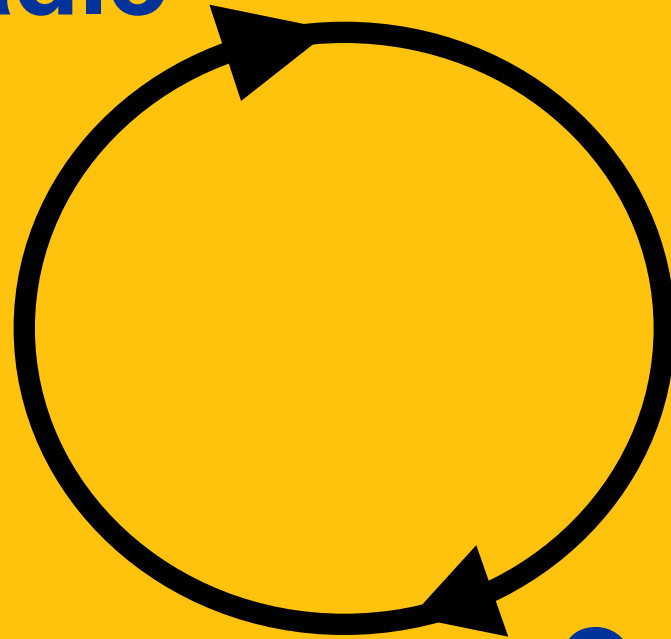


**Technical
Metabolism**



Cradle to Cradle Product Life Cycle

Cradle



Cradle

- Materials safe for human and environmental health
- Safely cycled, perpetually

Packaging around the world...

European regulators want...



**Recyclable
Packaging**



**Biodegradable
Packaging**



**Less
Packaging**

**No
Packaging**



North America

No bleach, less packaging...



SVG Grow Strong

Refills everywhere...



SVG Grow Strong

Concentrated drink, less water...



SVG Grow Strong

Controlled concentrates...



National security and closing the loop...



Living food, less waste...



Fresh squeezed water...

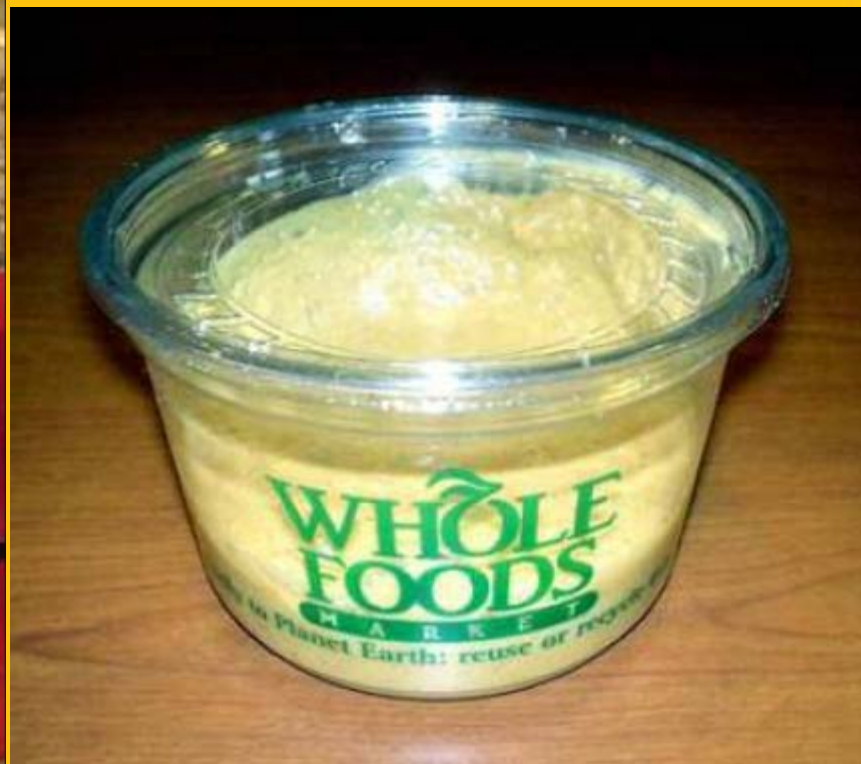


Fresh and free of packaging...



SVG Grow Strong

In-store theater, less packaging...



SVG Grow Strong

Boxless pizza...



China & Japan

Minimal packaging, minimal price...



Goods on tap...



Japanese compact...



Rethinking the offering...



SVG Grow Strong

Disappearing packaging...



Australia

Design for reincarnation...



Minimal refills...



Refillable wine...



SVG Grow Strong

Dispensing wisdom...



SVG Grow Strong

Portion control...



Europe

Germany: The world's best designed refill...?



Germany: The world's best designed refill...?



U.K.: Biodegradable/ compostable...



Netherlands: refillable bottles...



Poland: minimal milk...



SVG Grow Strong

building a BONFIRE brand



