



S O L U T I O N S

PARADIGM MARKETING
GLOBAL SOURCING
UNITED SUPPLY
CLASSIC PACKAGING

Corporate Headquarters
350 Michael Drive
Syosset, New York 11791
(516) 496-0000
www.paradigm-grp.com

PRODUCT DEVELOPMENT GUIDELINES FOR GREEN

Ideas for Action

Use the following checklist to explore the breath of opportunities for refining existing products or developing new ones that meet environmental imperatives and satisfy end-user demands.

Raw Material Procurement

- Can we minimize the potential for our raw materials procurement process to avoid tropical deforestation? Land stripping? Oil spills?
- Can we use renewable resources or resources that are sustainably managed?

Manufacturing

- What steps can we take to prevent or otherwise reduce the production of solid and hazardous waste in our manufacturing processes? How can we reduce our use of water? Emissions to air and waterways?

Use

- Can we redesign our products so as to make them more energy or resource-efficient and thereby reduce operating costs?
- Can we make our products safer or more pleasant to use?
- Can we use alternative ingredients that help to minimize risks to health and the environment?

After-Use Recovery and Disposal

- Can we design our products to be durable? Refillable? Reusable? Repairable? Re-manufacturable? Rechargeable?
- Can we redesign our products or packages so as to reduce the need for landfilling?
- Can we make our products and packaging safer to landfill or incinerate?
- Can we use materials and ingredients that are inherently biodegradable or compostable?
- Are our products and processes eligible for any awards programs?