

## Sustainability. It's important for our future.....



It is important that we try to understand and use the SIX Rs of sustainability. The designer is ultimately responsible for the decisions made in a product's design and manufacture. A designer MUST consider these:

Rethink

Reuse

Recycle

Repair

Reduce

Refuse



To reduce waste some companies supply primary packaging for the product and then supply refills at a reduced cost as they use less packaging. The designer has a moral duty to use sustainable materials.

The KENCO coffee refills are a good example. The glass jar is kept and refilled at a reduced cost.

There is no need to dispose of the glass jar or plastic lid. The savings are passed onto the customer. The reduction in waste is important but also the cost of producing the glass and plastic in the first instance.

