

Be green, go yellow – popcorn packaging for shop display products from Displaysense



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Press Release Author: [Displaysense Ltd.](#)

Industry: [Retail](#)

Press Release Summary: What flavour would you like your packaging? Sweetened or salted? This soon could be the question asked by Displaysense while they test popcorn packaging as a more environmentally friendly packaging solution for their display products.

Press Release Body: **Displaysense** package and deliver hundreds of customer orders each day, with products ranging from display busts right through to [card holders](#). For sometime the company has been on a search for a greener and more environmentally friendly packaging solution to reduce waste and reduce their carbon footprint. At present Displaysense use recycled paper within the majority of their packaging, but is now attempting the next step in environmentally friendly packaging in the shape of popcorn.

Currently, the most common types of materials used in packaging are paper, cardboard, plastic and steel, of which approximately 70% in total is recycled. Popcorn however is an innovative idea that is not only totally recyclable, but also reduces CO2 emissions created during transport. Due to the difference in weight between shredded paper and popcorn, it takes 10% less energy to transport, which not only lowers emissions but also with spiralling fuel costs, saves money.

Steve Whittle, the marketing manager of Displaysense commented by saying, *"We are not the first company to trial popcorn as packaging, but what surprises me is why this green solution is not*

*used on a widespread scale". He continued by suggesting, "All companies should consider popcorn packaging, as not only does it save in transport emissions, but it is also fully biodegradable; an extra benefit to any of our green fingered customers who have a compost heap". Whether transporting [display stands](#) or poster frames, popcorn, it seems, is an economic and environmentally friendly packaging solution for **Displaysense** and their customers.*

Packaging waste is a very visible issue in the UK, with approximately 5 million tonnes of industrial packaging waste produced and sent to landfill every year which is an 800,000 tonne increase on figures released in 2001. More often than not, companies that package products such as [brochure holders](#) or Easter eggs will encase the product with two if not three layers of packaging which can create a void space between the product and the packaging which is a waste of materials and an abuse of the environment.

From [Display cabinets](#) to electronic equipment, popcorn packaging is a brilliant and green way of transporting products safely and may feature throughout all packaging at **Displaysense**. With these changes in mind to their packaging procedures, it looks as if **Displaysense** will be able to continue to offer a "sweet" service to their customers whilst making less of a carbon footprint on the environment.

About

Displaysense

Displaysense was established in September of 1978 as a manufacturer of quality point of sale displays. They have a wealth of experience in design and manufacturing and have been able to develop their ever growing standard range of over 1500 displays. The range is now hugely diverse including brochure, poster and leaflet displays, [display cabinets](#), window mannequins, modular shelving units, exhibition displays and general display boxes and trays.

Displaysense works with a large range of clients including, retailers (multiple and independent), blue chip corporate clients, cafés, bars, restaurants and night clubs, shop and office fitters, marketing and promotions companies, designers and architects, product distributors, exhibition contractors and exhibitors, printers, councils and NHS trusts, charities, schools and universities.

Displaysense is a one-stop-shop for retail display products and all shop display, catering display and exhibition display requirements.

Web Site: <http://www.displaysense.co.uk/>

Contact Details: Displaysense press contact:

Steve Whittle

Displaysense Ltd

Unit 5

Raynham Close

Bishop's Stortford

Hertfordshire

UK

CM23 5PJ

0845 200 8139