

Forest and Bird feedback on plastic to paper migration

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"Moving from plastic wrap to paper envelope packaging for the distribution of our quarterly magazines took some effort - research, testing of various design options, and an additional investment but we are delighted with the result we've achieved for both our organisation and the environment.

The envelopes look smart, support our brand values and provide an efficient vehicle to communicate key, personalised messages to our supporters.

We've been overwhelmed with the feedback we've received from magazine recipients, congratulating us for the discontinuation of plastic packaging and our ongoing demonstration of our environmental commitment in the way we communicate.

Our initial concerns regarding the use of paper packaging and the risk of our magazines getting wet in the elements have proved to be unfounded. We've so far sent out over 50,000 magazines and haven't received one complaint or request for a resend due to damage. If in the future, the situation arises where we need to replace a magazine due to weather damage we consider this a small inconvenience when compared to the negative impact of using plastic wrap on the environment.

The team at Marketing Impact have been a great support to us throughout the changeover process, sharing their expertise, helping us ask the right questions from suppliers and sourcing the necessary technical information to help us make the right decision for our organisation, supporters and the environment.

The envelope packaging has also provided us with an ongoing opportunity to engage regularly with our supporter base. For example we sought input via our Facebook page on which image they'd like to see on the outside of the envelope for the second magazine issue - it's a fun and simple way to encourage two-way communication."

Caroline Wood
Editor Forest & Bird Magazine

