EMC Corporation - Partnering for Sustainable Packaging -

**EMC’s Introduction and Problem Statement**

EMC tracks its impact on the environment with various measures. These include:

- Greenhouse gas emissions
- Amount of waste sent to landfill

Outbound packaging has been optimized in the past. Now EMC focus is on inbound. Polypropylene packaging used for inbound packaging sent completely to landfill – what is a more economic and sustainable way of handling inbound packaging?

**Our Work Streams**

**Work Stream 1: Reuse**
- Is current solution for outbound packaging ...
- EMC’s partner in reusable outbound packaging last year
- High-end product—top priority is safety of product
- However, with creation of reusable packaging (up to eight times), cost reduced by half and waste by more than half

**Work Stream 2: Repackage**
- Transferrable for inbound packaging
- Strategy is one of the main suppliers of hard drives – currently, polypropylene used
- Potentially valuable waste too bulky for cost effective recycling

**Work Stream 3: Recycle**
- Possible to design polypropylene (or any other material) packaging for reuse? Yes – but many challenges
- “Starch” is an alternative paper for suppliers
- Safety of product first priority

**Our Team’s Proposal = Work Stream 3: EMC Owns Its Densifier**

**Case 3-1: Before**
- EMC faced with inbound packaging waste
- Waste too bulky for cost effective recycling
- Potentially valuable polypropylene sent to landfill

**Case 3-2: Status Quo**
- EMC only pays for incremental electricity for machine operator
- EMC captures value from material recycling

**Case 3-3: Proposal**
- A third party company is responsible for the process

**Best direction for our project**

**[Legend]**
- EMC is responsible for the process
- A third party company is responsible for the process

**Business case:** > 40% reduction in cost

**Sustainability case:** > 2/3 reduction of waste to landfill > 55% reduction CO2 emission