

Praise for Steve Sterling's *Field Guide to Sustainable Packaging*

“Sustainability is a dynamic force in the packaging world – it cannot be ignored. As a catalyst for change, packaging sustainability will serve as a new and exciting source of innovation for all of the constituents in the packaging value chain for years to come. Sterling’s *Field Guide to Sustainable Packaging* serves as an excellent information source for both the novice and the experienced practitioner.”

Jay L. Gouliard, Vice President – Global Packaging
Unilever

"One of the greatest challenges facing companies looking to advance the sustainability of their packages is the absence of guidance and inspiration. Steve Sterling's *Field Guide* offers a practical resource for better understanding the fundamentals of sustainable packaging and learning from the experiences of others. Whether just starting out or a seasoned veteran on the journey to sustainability this book is a valuable read."

Scott Vitters, Director Sustainable Packaging
The Coca-Cola Company

“Undeniably, this century's business success stories will be defined by those who lead the sustainability charge. This book is a must-have resource--informing and inspiring--for any business embracing the new rules. Lead, follow, or get out of the way. But read this book regardless.”

Hana Zalal, President
Cargo Cosmetics

“*Field Guide to Sustainable Packaging* reflects the growing momentum around sustainability as an innovation-driver for this and all industries. It demonstrates the criticality of multi-disciplinary collaboration, within organizations and throughout the value chain, to optimize life-cycle impacts of design. It also emphasizes the crucial role of the consumer packaged goods company as a link to marketplace success.”

Charlene Wall-Warren, Chairperson, Center for Sustainable Technology, Practices
Institute for Sustainability – AIChE

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“The *Field Guide to Sustainable Packaging* is a great 101 primer to sustainable packaging, with great examples, resource notes, organizations, and websites. It is a must for those new to sustainability and a valuable asset for those already on the journey.”

**Cynthia Forsch, President
Eco-Logic Strategies**

"Appropriately named, this quick-read guide supplies a history of sustainable packaging and examples of successful leadership in the field by key companies. This is a great source of where to go for information, but it also serves as an inspiration to CEOs to challenge their organizations to reduce waste and drive toward innovative packaging solutions."

**Paul Comey, Vice President of Environmental Affairs
Green Mountain Coffee Roasters**

"The *Field Guide to Sustainable Packaging* is a meaningful and motivating source of information that is filled with real life examples and success stories. A "must read" for both veterans and newcomers to the packaging development process."

**Brad Menees, VP, Technology and Development, R&D
Campbell Soup Company**

The *Field Guide* is a must-read for anyone involved in the sustainable packaging field. It provides clear, objective facts regarding the history and drivers for the current movement in sustainable packaging and the success stories are excellent examples of how real solutions are being implemented. Overall, the guide is concise, objective, fact-based and will be helpful for brainstorming activities and group discussion for developing truly sustainable packaging for today and the future.

**Kay Cooksey, Professor, Cryovac Endowed Chair
Clemson University – Packaging Science**