

# PACKAGE DESIGN®

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Magazine

## CLEANING UP OUR ACT

**SUSTAINABLE  
DESIGN  
IS THE GIFT THAT  
KEEPS ON GIVING**



**A DOZEN FEATURES  
ON SUSTAINABILITY**

**OVER 30 DESIGN  
CASE STUDIES**

**WAL-MART AND THE  
NEW WORLD ORDER**

**MANY ANSWERS TO  
'HOW DO I START?'**

# Nature's Gate Brings Conservation Message Home With FiberStone Water-Free Carton

This holiday season, Nature's Gate introduced limited edition gift sets that will do a lot more than just pamper your friends and family. Each body wash and lotion duo also raises awareness of the global water crisis and Nature's Gate's partnership with WaterAid America, an international non-profit that helps poor communities in Africa and Asia gain access to sustainable supplies of safe, clean water.

Nature's Gate is a company dedicated to developing personal care products based upon botanical remedies. The company was founded over 30 years ago in Venice, CA, by two brothers who hand-collected rainwater, blended it with natural herbs from their herb shop, and created the very first Rainwater Shampoo. Today, Nature's Gate continues to be inspired by their surroundings and creates formulas that combine proven botanical, herbal, and floral treatments with modern ingredients and techniques. The Organics Holiday Gift Sets are 100% free of parabens, phthalates, sodium lauryl/laureth sulfates, and artificial fragrance. The products contain no animal-derived ingredients, are never tested on animals, and are vegan.

In recognition of the importance of rainwater to the founding of Nature's Gate and the desire to help communities in Asia and Africa gain sustainable supplies of clean, safe water, Nature's Gate has created three gift sets with ingredients and scents abundant in countries facing a water crisis. The company takes its earth-loving principles a step further by ensuring that its products and packaging are recyclable and made with recycled materials whenever possible. These three Holiday Gift Sets are packaged in 100% recyclable boxes made with FiberStone™ tree-free and water-free paper. This unique earth-friendly material saves trees and water, requires less energy to produce than the pulp paper, and eliminates the production of waterborne and solid wastes and atmospheric emissions.



SUSTAINABILITY  
**CASE STUDY**

Natural Source Printing Inc., located in Orange, CA, produced a gift set folding carton that has great appeal and a soft, supple, smooth feel due to the FiberStone that was used to make the box. Natural Source Printing (NSP) is a "Green Consultant" company that offers advice and counsel on how to make printing and packaging more sustainable. Natural Source Printing promotes FiberStone for its bleach-free brightness, its ability to substitute for a number of traditional papers, and its water-resistant composition.

Laura Setzfand, v.p. of marketing of the Nature's Gate brand, explains that water conservation is never far from the brand owners' minds. They could have used recycled paperboard for the carton, but recycling paper actually uses a lot of water. "We really wanted the whole package to be integrated," she says. The irony of using FiberStone is that the tactile experience of holding the smooth surfaces of the package produces a cool, almost wet, sensation.

Setzfand met NSP president Mary Loyer at the San Francisco Green Expo in 2007, when Setzfand was excited with the concept of FiberStone. The challenge was to have a box that would hold and showcase the two products, and keep them in position during shipping. NSP designed an insert piece that had two cup-like holders for the two bottles, and coated the boxes to keep them from rubbing off on each other during the shipping process.

"Any product that competes in the natural space has to be authentic," explains Setzfand. Nature's Gate Rainwater Organics line uses PET bottles with 25% post-consumer resin and the brand is looking for a label adhesive that will achieve all their recycling and sustainability goals. Setzfand believes the bottom line is reducing materials and practicing what you preach. "Sustainability has to support the mission of the brand," Setzfand concludes. ■