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PRE-CONFERENCE BONUS COVERAGE

**NEXTLIFE OFFERS BRANDING INITIATIVE TO SHOWCASE SUSTAINABLE PACKAGING**

**NextLife** has visions beyond becoming that of a consulting firm engaged in sustainable packaging solutions.

The emerging company wants to offer a new brand image and label that is instantly recognizable by consumers and used by consumer packaging goods (CPG) companies as another means to enfold packaging into their corporate responsibility missions.

**Environmental Facts**

<b>112 g.</b>  CO <sub>2</sub>	<b>61%</b>  renewable energy
<b>1.3 gal.</b>  Used to produce this cartridge	<b>62%</b>  recycled materials

To learn more please visit [www.dell.com/nextlife](http://www.dell.com/nextlife)

The Boca Raton, FL-based company has just made its first big market splash. **Dell** is now launching NextLife brand ink for its computers, using recyclable

*NextLife has developing new eco-labels that spell out more information for consumers.*

materials provided by NextLife for the secondary packaging surrounding its remanufactured

ink cartridges. The packaging will be made from corrugated paper and could also include a PET clamshell for those retailers wanting extra package security, said NextLife president/coo Lonnie Chenkin in an interview with **Packaging Strategies**.

NextLife vp of packaging Marc Goldenberg and senior advisor Jim Scott (a Packaging Hall of Fame Member) will discuss the development of NextLife at the [2010 Package Design and Development Summit](#), to be held March 2-4 in Clearwater Beach, FL. The talk represents one of the first major presentations by the company, which could change the course of how brand owners work with packaging suppliers on sustainability initiatives.

The Dell project represents the first major initiative for NextLife but others are in the works with several more CPG companies, Chenkin said. For Dell, NextLife is working with **Transparent Container**, Bensenville, IL. But a host of other partners -- including a group of injection and blow molders, thermoformers, and sheet and film makers -- are working with NextLife to offer certifiable materials that are either easily recyclable or contain recycled content.

NextLife's network also includes **Ciba Expert Services**, which can analyze the carbon footprint of any package and form specific conclusions in such areas as energy usage and greenhouse gas emissions. The end result is a total supply-chain solution for a brand owner that can support a sustainability program, Chenkin said.

Another outcome will be new labeling for packaging that spells out specifically the percentage of recycled materials and renewable energy, for instance, that a package contains.

Dell's program is one example: The Round Rock, TX-based computer goods giant will use the NextLife brand to help showcase to consumers the advantages of buying packaging with more sustainable materials. NextLife would like to make this brand owner interface with consumers a key ingredient of its projects, Chenkin added.

"We feel like if a brand owner wants to use packaging for its environmental mission, they need to do so in a legitimate and credible way," he said. "It's still very much the Wild West out there. Consumers are confused and retailers are skeptical and curious that solutions can be delivered. We'd like to help change that."

Through a network that features some of the packaging industry's key converters and suppliers that have adopted sustainability as a goal, the company hopes to do that. Its partners include **Integrated Packaging Films, Primex Plastics, First Choice Packaging Solutions**, and **CardPak**. **Packaging Strategies' Perspective:** Branding initiatives could separate NextLife from the pack, so to speak, and make the company more of a household name. The company is offering an ambitious idea that could help advance sustainable packaging through the use of partnerships and collaborative efforts. **PS**

*Dell's remanufactured ink cartridges are relaunching with the NextLife brand name.*

