

Microsoft Mac Office re-design wins packaging prevention award

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Dublin-based Microsoft has won the prestigious Repak Best Packaging Prevention Award for 2008. Microsoft's Irish plant in Sandyford, Dublin has had responsibility for the re-design of the Mac Office 2004 product, relaunched as Mac Office 2008.

Innovations brought to the product packaging during 2007, which included the use of less material and a reduction in the weight of the pack, led to a reduction of 210 tonnes of packaging in a year.

Microsoft Ireland worked with world wide marketing and retail groups to convince them of the benefits of the size reduction (i.e. reduced environmental impact: switch to paperboard from plastic for the retail box, reduced volume, reduced material, transport, and recycling/greendot costs, etc)

Microsoft's operations in Ireland include software development and testing, localisation, operations, finance, IT, HR and sales & marketing.