

# Broadband Modem



## Improvement.

### Prevention of packaging material.

### Description of changes:

eircom plc. is Ireland's leading provider of telecommunications and provides an extensive range of advanced voice, data and internet services.

The original packaging on the eircom plc. broadband modem consisted of a cardboard box with a colour-printed sleeve. To facilitate posting, the modem was placed in a second plain box.

As the associated packaging weight was significant, there were growing issues relating to procurement and warehousing as sales volumes increased. Investigations were carried out on ways to reduce the packaging without reducing its effectiveness.

The new packaging arrangement dispensed with the use of the coloured sleeve, which necessitated the use of a second box. This resulted in a packaging saving of 15 tonnes per annum as well as other logistics improvements.

### Environmental benefits:

- Reduction in use of inks
- Per pack weight reduction 158.3g
- 41% reduction in cardboard packaging per unit  
Paper packaging saved per annum: - 15 tonnes
- Use of one material instead of two
- Reduction in number of deliveries



### Balance of Improvements:

	Before	After	Reduction	%Reduction
Primary (box)	229.2g	229.2g	0g	0
Secondary (colour printed sleeve)	53.6g	0g	53.6g	100
Secondary (second box)	104.7g	0g	104.7g	100
<b>Total</b>	<b>387.5g</b>	<b>229.2g</b>	<b>158.3g</b>	<b>41</b>

Website: <http://www.eircom.ie/>





There are now more than 230,000 broadband lines in Ireland, and 85% of telephone lines are connected to a broadband enabled exchange.