

shape of a standard DVD case, using turned edge rigid paperboard that's 100% post-consumer waste (PCW).

Package Design Magazine released its "Designing for Sustainable Packaging" webinar DVD in an eco-designed package that was printed on FSC-certified paperboard and utilized a PaperFoam Tray. According to the PaperFoam company, the tray reduces the carbon footprint of the finished product by 85-90% compared to conventional

plastic packaging. The PaperFoam tray is made from natural wood fibers, potato starch, and water.

According to the Sustainable Life Media website, independent film studio Lionsgate has unveiled a new DVD case made from 100% recycled materials for the release of season three of Showtime's *Weeds* series. The DVD case is fully recyclable and features a disc tray containing plastic recovered from used water bottles. Manufacturing the tray from recycled materials requires less than 10% of the energy required to make a new case, according to Lionsgate.

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Limited-Edition Box Sets Primed for Revival?

Music publisher Primary Wave has revived the lost art form of the deluxe promotional CD package. In the heady CD days of the late 1980s to early 1990s, the major labels used to produce amazing limited editions of releases just for the industry. They were the subject of several coffee-table books and art gallery exhibitions.

"The labels don't do it any more, and I don't know of any other music publisher who has done one," says Devin Lasker, partner and chief imagination officer of Primary Wave. Primary Wave is a newly formed music publisher whose catalog includes compositions of the late Kurt Cobain, lead singer/songwriter of the early 1990s band Nirvana.

Since this is the first time that its music is available for commercial uses, Primary Wave wanted to get the attention of potential licensees. Lasker, who previously worked at Arista Records for 13 years, devised a heart-shaped box (the title of one of Cobain's more enduring songs) made out of wood and cloaked in flannel (the musician's favorite attire). When the lid is open, a jewelry box rendition of "Heart-Shaped Box" plays.

Inside the box are five CDs, containing Nirvana's greatest hits, such as "Smells Like Teen Spirit," instrumental and cover versions by a wide range of singers from Paul Anka to Patti Smith. It puts Geffen's official multi-disc collection from a few years ago to shame in terms of creativity. The only problem is that Nirvana's fans can't buy the piece commercially. Only 500 units of the limited-edition boxed set were made.

The box was sent in November only to the creative heads at advertising agencies, film and TV production companies and several select marketers. Lasker reports the effort has already resulted in a few licensing deals.

— Larry Jaffee

