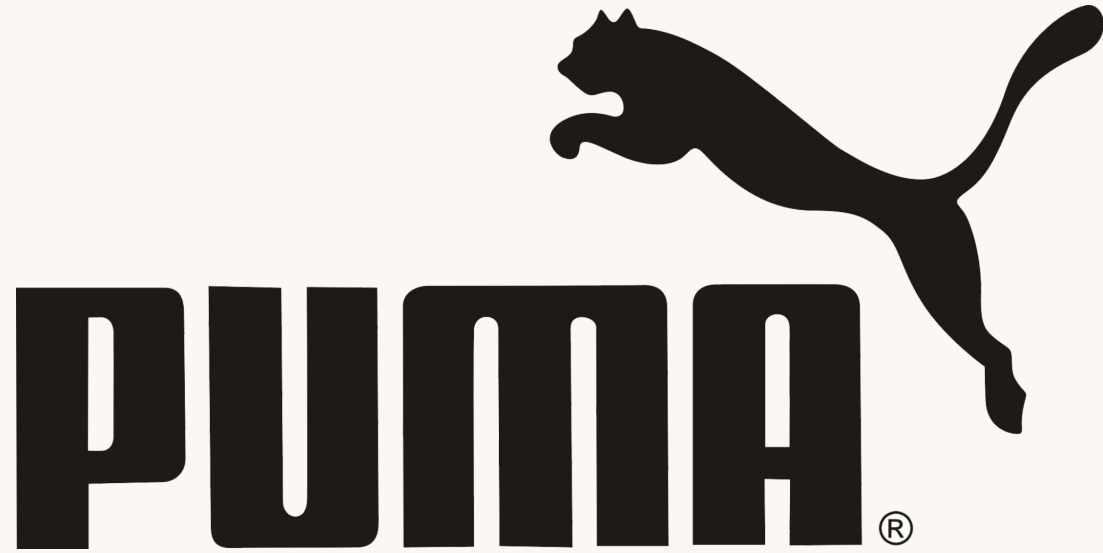


The background is a solid red color. A white rectangular area is centered, containing the text. The text is in a bold, red, sans-serif font. Behind the text is a large, colorful, abstract shape with swirling patterns of pink, blue, green, and yellow. The corners of the white area are decorated with geometric shapes: top-left has a black square, a red square, and a yellow square; top-right has a beige square; bottom-left has a white square; bottom-right has a black square, a red square, and a yellow square. Lines connect some of these shapes, creating a grid-like structure.

# Innovation Management



# PUMA

PUMA is a globally well-known company producing sportswear clothes and shoes.





# Customer Base

## Age

Led by 20-35 yrs aged  
young people

## Customers

Belong to upper-middle  
class

## Lifestyle

Customers who cares  
about a healthy &  
hygienic lifestyle



**“Their mission is to be the  
most desirable and  
sustainable sport lifestyle  
company in the world.”**

—Puma Mission

# Challenge

## Puma Found

For the revolutionary redesign of their shoe packaging, PUMA sought professional advice on eco-friendly materials in an effort to significantly minimise its environmental impact.

# Sustainable Packaging

- Over the last year, Puma has used 88% certified or recycled paper and cardboard in its packaging.
- All paper bags that are used in their stores as well as the tags on products are FSC certified.



PUMA box made from 95% recycled material

# Packaging







1

# Clever Little Bag

Incremental Innovation



- 
- **Yves Béhar of Fuseproject has created eco-friendly packaging for footwear brand Puma that is half bag and half box.**
  - **The product consists of a recyclable heat-woven bag and a flat-pack cardboard tray that provides structure.**
- 



**THE  
CLEVER  
LITTLE  
BAG**



# Benefits Of Clever Little Bag

Cardboard usage is reduced by 65% in new frame.



The recycled PET bag that eliminates any need for a shopping bag.



The bag is made of non-woven polyester consisting of polypropylene, & eventually is recyclable.



This bag can also be used for various purposes.



# Special Sustainable Packaging

## Gift Wrap

Customers who want to wrap their PUMA purchases for a special someone, will also receive a gift bag made of recycled and FSC-certified paper

## Online Packaging

The bags PUMA uses for shipping online orders will also be made with 100% recycled plastic.





## Potential savings Clever little bag to standard red shoe box

	Clever Little Bag	Redbox	Saving Per Unit	Annual Savings
Paper Used	0.082	0.238	0.156	8580 Tonnes
Fuel Oil For Paper	0.008	.0.026	0.018 L	1.0 Mil Litres
Water Consumed for paper production	0.010	0.031	0.021 L	1.1 Mil Litres
Power of paper production	0.179	0.546	0.367 MJ	20 Mil MJ
Diesel For Transportation	0.006	0.016	0.010 L	0.50 Mil L





# Awards for innovation (2020-2022)



2nd Place

AIGA (Re)design Awards



Innovation Of The Year

Luxury Briefing Awards



Good Design

Clever Little Bag-PUMA



# Benefits Of Clever Little Bag

## Electricity

20 Million Megajoules

## Water

1 Million Litres

## Fuel

500,000 Litres diesel

## Paper

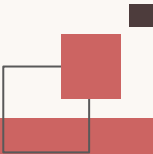
8,500 Tons

## Plastic

275 Tons

## Trees

33600 Trees



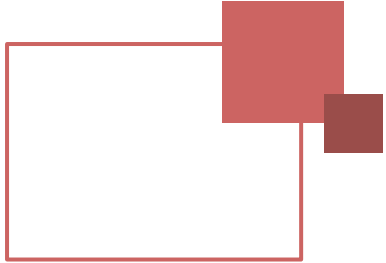


# Innovation In Shoes



# Evolocity Football Boot

Product Innovation



# About Boots

A football boot that offers complete performance data, measuring not only how fast a player is but also how hard he can kick.



# Auto Shoes

By connecting the motor via Bluetooth, the user can tighten and loosen their shoe with just a touch on their smartphone.

The fastest man in the world, Usain Bolt, was one of the first people to experience PUMA Autodisc.



# Thanks!