

PUMA CLEVER LITTLE BAG

ABOUT

IMPACT

WORDS & USES FOR CLEVER

PUMA + SUSTAINABILITY

## Meet Clever

By now, you've probably been introduced to our new shoebox, **the Clever Little Bag**. Thanks to this initiative, we'll be reducing the water, energy, and diesel consumption of our manufacturing and distribution process by more than 60% every year. On top of that, we'll be using about **65% less paper** and **reduce our carbon emissions by 10,000 tons a year**. Pretty clever, huh?

THE HISTORY OF CLEVER

WHAT ELSE WE'RE WORKING ON

### The Making of Clever



PUMA partnered with designer [Yves Béhar](#), of San Francisco based fuseproject, to rethink the way the millions of pairs of shoes that it sells each year are packaged — less packaging means fewer raw materials, less use of water and energy to produce, and less weight to ship and to be disposed of.

Designed in collaboration with Yves Béhar, PUMA's new packaging and distribution system will reduce the paper used for shoeboxes by 65% and carbon emissions by 10,000 tons per year.

READ THE REPORT

OUR FOLKS IN "R&D" SAY...

💡 The Clever Little Bag replaces the cardboard shoebox with a re-usable shoe bag, that protects each pair of shoes from damage from the point it leaves the factory until the consumer takes it home.

- SAVINGS ON THE PRODUCTION SIDE
- REDUCING WEIGHT DURING TRANSPORT
- ELIMINATING THE NEED FOR EXTRA PLASTIC BAGS

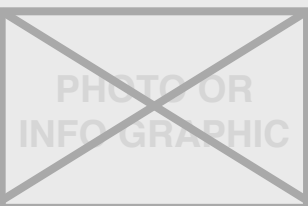
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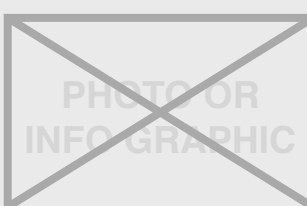
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Our Clever Little Bag can go a long way. Each year, here's how much we can save...



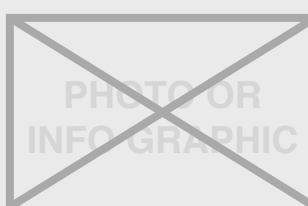
Approximately 8,500 tons less paper will be consumed

More than 1,400 adult elephants



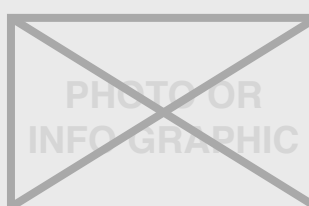
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The consumption of a small European town



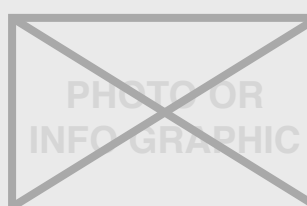
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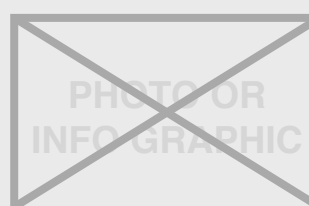
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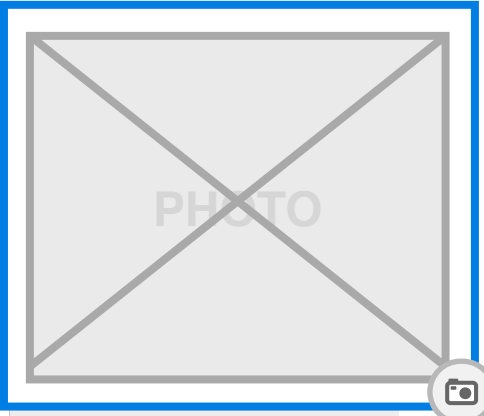
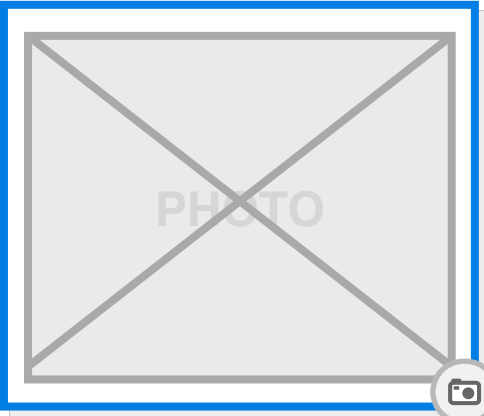
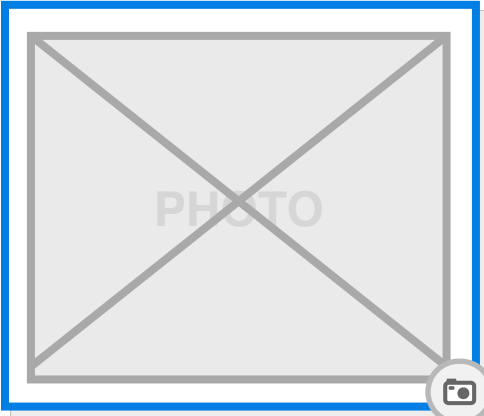
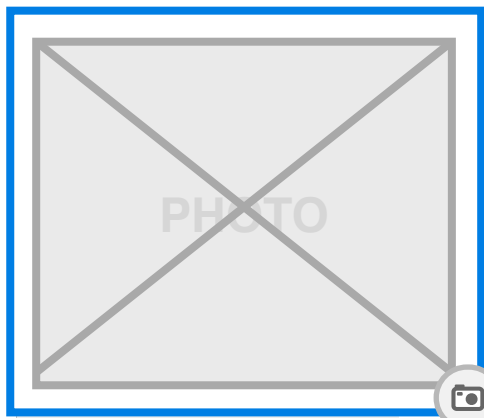
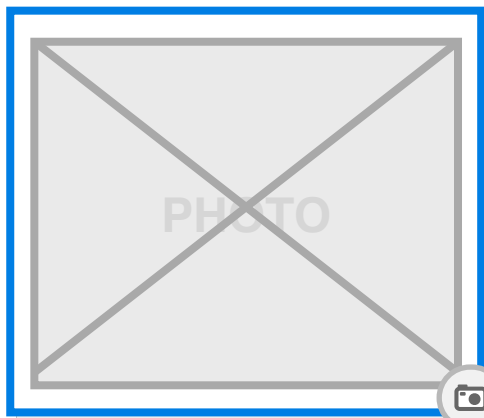
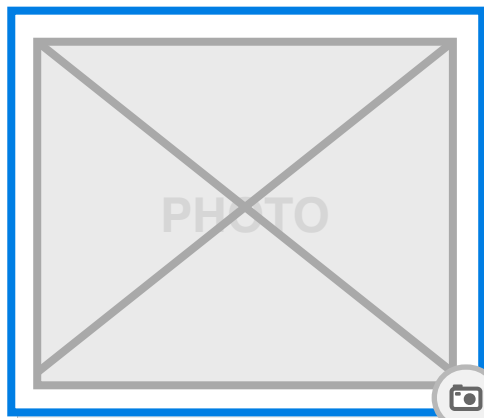
Driving a VW van around the earth 131 times



Up to 275 tons of plastic bags will also be saved.

The area of 375 football pitches

### What People Are Saying About and Using Clever For



#### GOOD Magazine Features CLB Packaging in Green Awards List

[News Short Description] Far far away, behind the word mountains, far from the countries and Consonantia, there live the blind texts. Separated they live in right at the coast of the Semantics, a large language ocean.

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October 31, 2010

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HOW WE'RE KEEPING TRACK

S-INDEX

The PUMA Sustainability Index (S-Index) is a production benchmark for all products, manufacturing packaging and communicates the products' sustainable features.

READ MORE ON THE S-INDEX

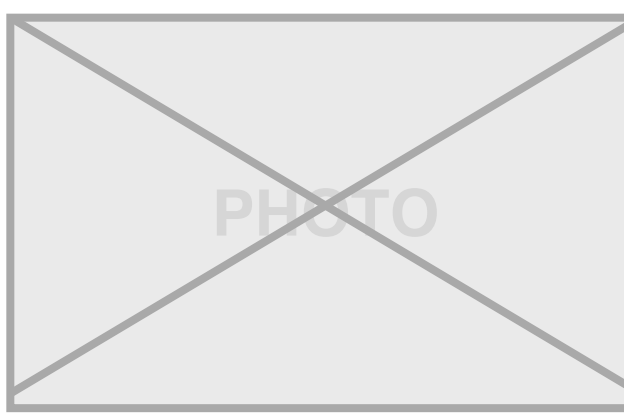
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The PUMA Eco-table is a series of icons that will appear on products and packaging to highlight the eco-friendly materials used to create them.

WE'RE WORKING ON APPAREL PACKAGING

SEE WHAT ELSE ►



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PUMA

Far far away, behind the [word](#) mountains, far from the [countries](#) Vokalia and Consonantia, there live the [sustainability](#) texts.

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THE HISTORY OF CLEVER

WHAT ELSE WE'RE WORKING ON

### The Making



Designed in collaboration with a leading design system will reduce 10,000 tons per year

### Clever is Cool

We're excited to get

### The Little Bag

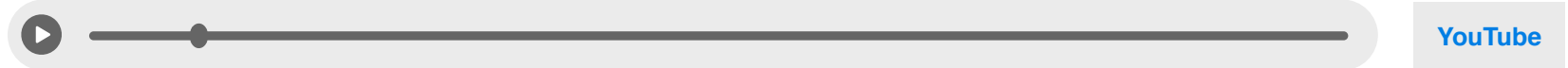
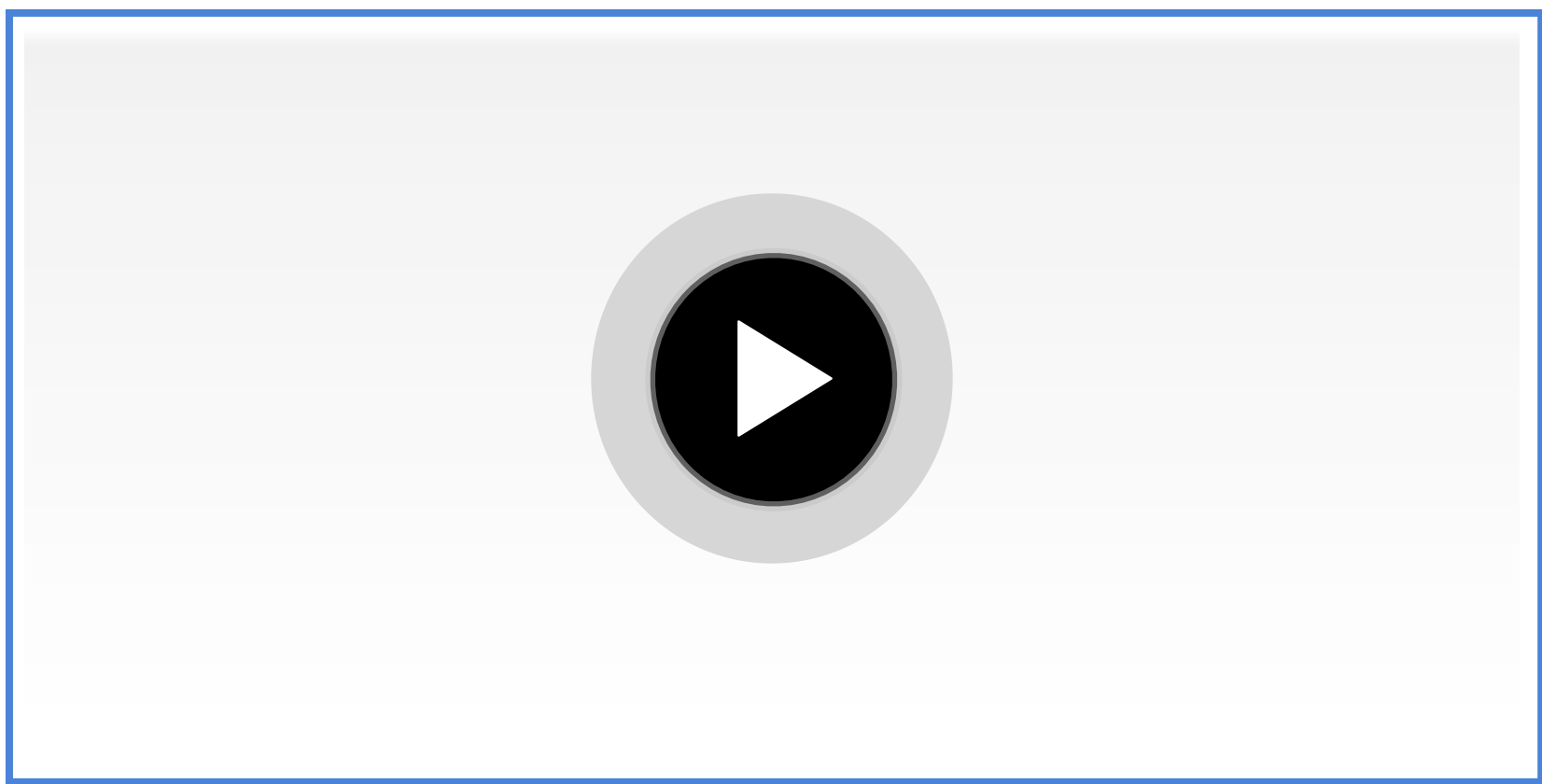
Our Clever Little Bag

READ THE REPORT

replaces the  
with a re-usable  
each pair of  
from the point  
until the  
me.

SIDE  
NSPORT  
TRA PLASTIC BAGS

CARRYING STORE



#### The Making of PUMA's Clever Little Bag

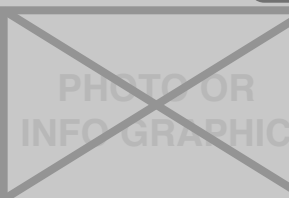
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READ MORE & COMMENT

2

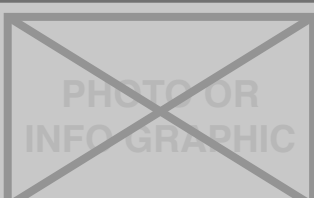
SHARE THIS

<http://puma.com/media/304234jl>



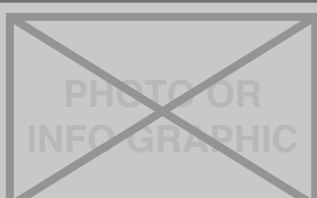
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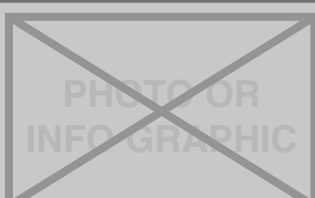
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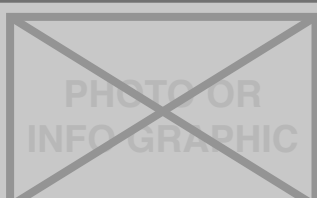
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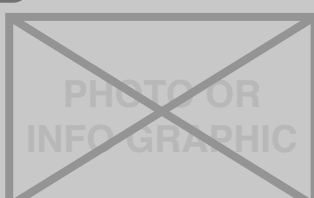
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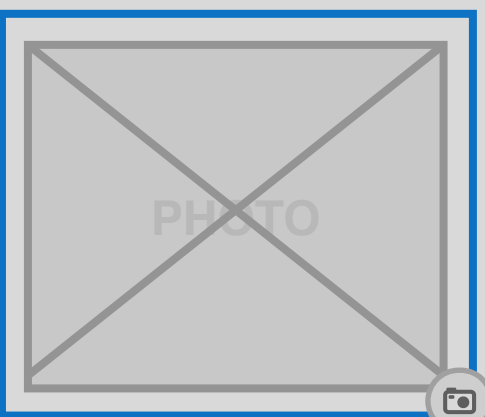
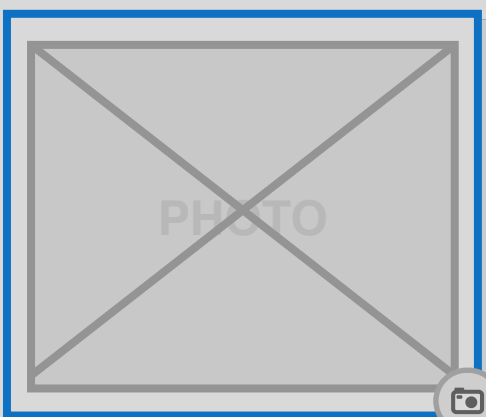
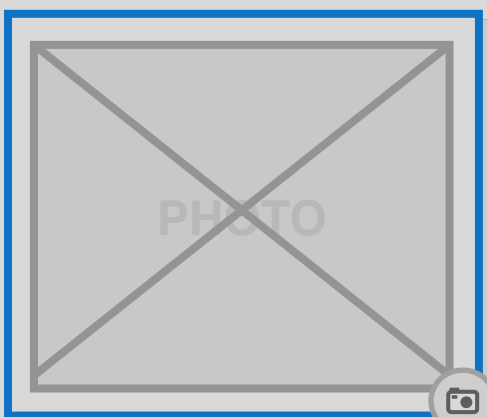
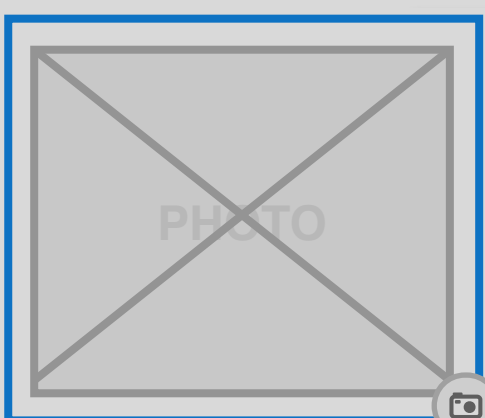
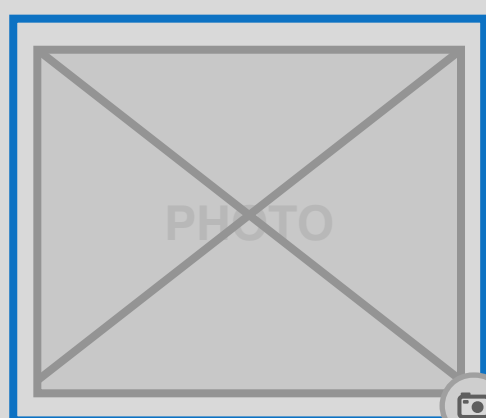
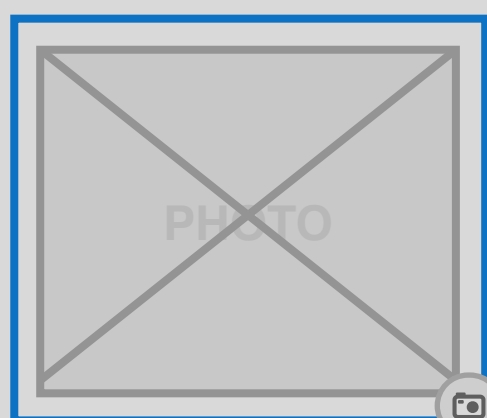
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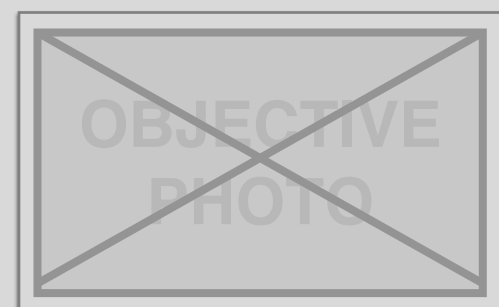


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CLEVER LITTLE BAG IMAGE

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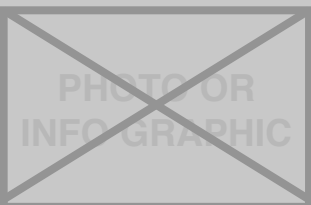
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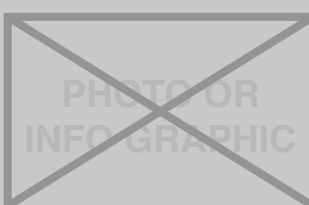
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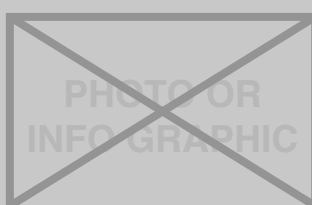
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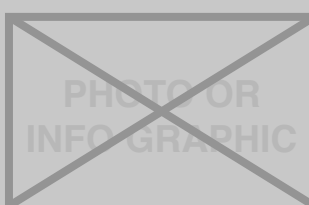
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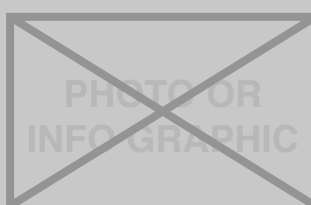
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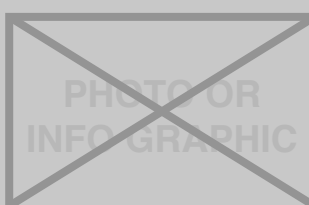
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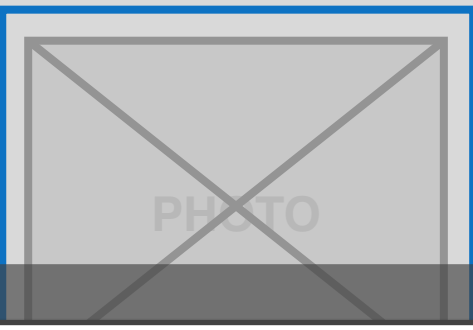
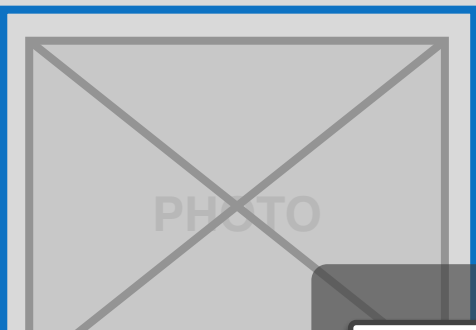
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[News Short Description] Far far away, behind the word mountains, far from the countries and Consonantia, there live the blind texts.



#### Tell Us a Clever Use for Our New Bag

Give us an idea for how to re-use our bag. Use your words, but also a photo to show us exactly how clever you and our bag can be. Your idea may even become a PUMA-Approved use/suggestion. Far far away, behind the word mountains, far from the countries Vokalia and Consonantia.

SIGN IN TO SUBMIT A USE

or complete the following fields

Your Name

Your Email

☒ Sign me up for PUMA email updates ( [view our Privacy Policy](#) )

Share a Photo of Your Use Idea (drawings, mobile snapshots, blueprints accepted)

CHOOSE YOUR PHOTO

Tell Us a Bit About Your Use

Your Thoughts

SEND MY CLEVER USE IN TO PUMA

Its not that good, cancel & take me back

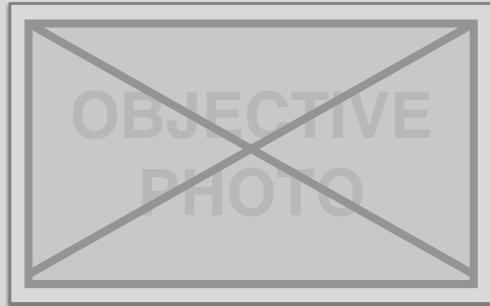
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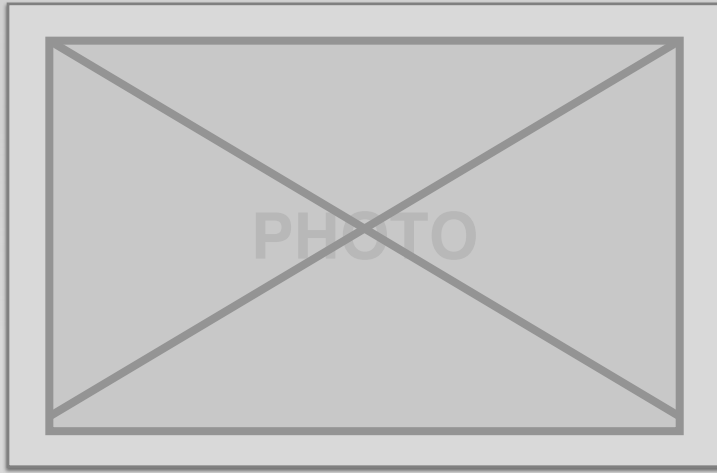
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