Adobe & Packaging—An Environmental Case Study of the Creative Suite Family

Creative Suite 1 (2003)

Dimensions	7.5" x 3.0" x 9.5"
Weight	1 lb. 9 oz
# of discs	5
Shrinkwrap	Yes
Booklets/Manuals	Yes
DVD cases	Black Plastic
Recycled paper stock	No

Film Pre-Press to Digital

"The elimination of a film-based workflow and adoption of a digital workflow enabled us to cancel our hazardous waste removal contract and discontinue the creation of four pieces of processed film for each of the approximately 3000 part numbers we support for a typical CS launch.

Additionally, the adoption of an inkjet proofing workflow further eliminated significant color proofing material waste."

Katie O'Neill, Production Manager

Creative Suite 3 (2007)

Dimensions	5.5" x 3.5" x 8.0"
Weight	2 lb 10 oz
# of discs	8
Shrinkwrap	Yes
Booklets/Manuals	Yes
DVD cases	Clear Plastic
Recycled paper stock	Yes

Responding to changing demands in the retail space

Retailers must approve certain aspects of our packaging, including box dimensions, before products are placed onto store shelves. CS3 packaging featured a more compact fit for the booklets and DVD cases, reducing the package-to-product ratio of our software. A highly recyclable paper stock and clear plastic DVD case alternatives further reduced the product's carbon impact.

Did you know?

The Newark Group supplies its *NewKote Light Back 100% recycled paperboard*, produced using 100% recovered fiber, for the CS3 and CS4 packaging. The balance of fiber furnish is post-manufacturing waste such as new corrugated clippings and envelope cuttings.

Creative Suite 5 (2011)

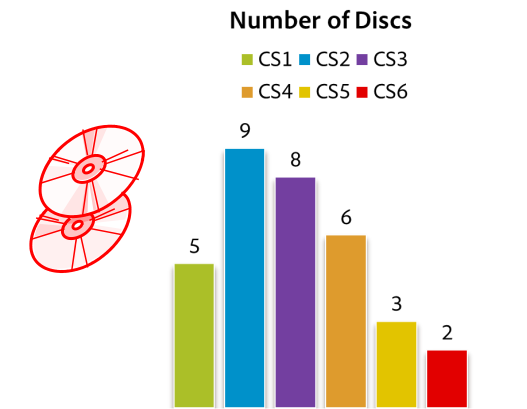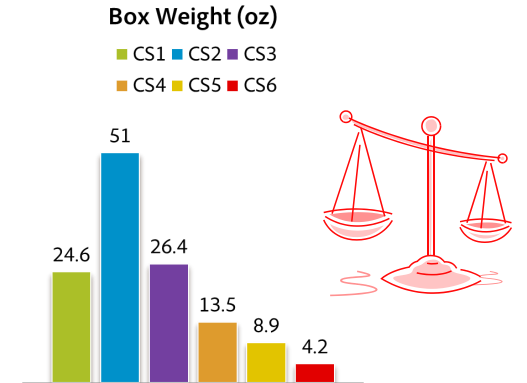| Dimensions	7.0" x 7.75" x 1.6"
Weight	9 oz
# of discs	3
Shrinkwrap	Yes
Booklets/Manuals	None
DVD cases	Paper
Recycled paper stock	No

One step forward, two steps backward

The CS5 packaging eliminated plastic DVD cases for the first time, replacing it with paper cases and sleeves that led to significant reductions in box weight. However, due to customer feedback about the product's value perception, CS5 was designed as a larger box construction composed of virgin paper stock.

"Adobe strives to deliver software in the most efficient format, moving from CDs to the larger capacity single layer DVDs, and finally, dual layer DVDs. With advances in DVD storage, users benefit from fully integrated creative products and multiple languages on fewer discs for a streamlined installation experience."

-- Chris Moehrke, Sr. Manager Quality and Compliance

Box Weight (oz)

Legend: CS1, CS2, CS3, CS4, CS5, CS6

24.6, 51, 26.4, 13.5, 8.9, 4.2

Number of Discs

Legend: CS1, CS2, CS3, CS4, CS5, CS6

5, 9, 8, 6, 3, 2

2003   2004   2005   2006   2007   2008   2009   2010   2011   2012   2013 and Beyond...

Creative Suite 2 (2005)

Dimensions	8.5" x 3.5" x 9.5"
Weight	3 lb. 3 oz
# of discs	9
Shrinkwrap	Yes
Booklets/Manuals	Yes
DVD cases	Black Plastic
Recycled paper stock	No

Packaging Adapts to the Macromedia Acquisition

Adobe acquired Macromedia, uniting the passion, creativity, and technology of two leading-edge software companies into the next iteration of Creative Suite. As part of the initial integration of product portfolios, Adobe announced three new product bundles that combined the design and publishing power of Adobe® Creative Suite 2 and Adobe video tools with the interactive strength of just-released Macromedia Flash Professional 8 and Macromedia Studio 8 software. In effect, the CS2 packaging adapted and grew in size to accommodate more books, manuals, and discs.

Creative Suite 4 (2008)

Dimensions	5.75" x 2.0" x 8.0"
Weight	14 oz
# of discs	6
Shrinkwrap	Yes
Booklets/Manuals	No
DVD cases	Clear Plastic
Recycled paper stock	Yes

A commitment to environmental sustainability

CS4 highlighted Adobe's commitment to environmental sustainability. The outside packaging was specifically designed to minimize environmental impact, combining recycled board stock and a die-cut production method with folding inserts to reduce glue use. To minimize use of materials, the packaging is smaller in size and manuals are no longer included but are available online.

Did you know?

Traditional metallic inks do not decompose as easily as other inks and the heavy metal component causes problems by leaching into groundwater. The outside of the CS4 packaging used *Gmund Brillanca*, a German sourced paper, to achieve a metallic brilliance with non toxic, heavy metal-free special pigments and coating.
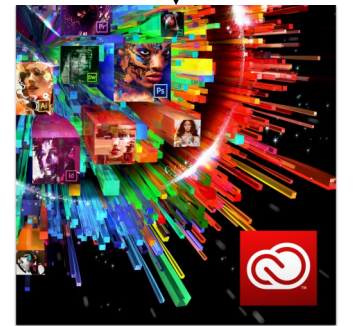
Creative Suite 6 (2012)

Dimensions	5.75" x 1.45" x 7.75"
Weight	4 oz
# of discs	2
Shrinkwrap	No
Booklets/Manuals	None
DVD cases	Paper
Recycled paper stock	No

Plastic-free packaging

Adobe eliminated plastic shrinkwrap for the first time from CS6 product packaging. CS6 is a 100% curbside recyclable, entirely paper construction, using 50% less paper than its CS5 predecessor and weighing only 4 ounces.

Introducing the Adobe Creative Cloud

Adobe® Creative Cloud™ is the digital hub that lets you download and install every Adobe Creative Suite® 6 application; access online services for file sharing, collaboration, and publishing; and benefit from new apps and features as soon as they're released — giving you the freedom to create anything you can imagine. Looking forward, Adobe is moving towards a truly digital experience.