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## **Zak Strengthens Environmental Commitment With New Packaging**

Spokane, WA (March 16, 2009) – This year, one of the most recognized symbols of licensed children’s dinnerware is getting a facelift. As part of its commitment to be an environmentally responsible company, Zak Designs has introduced new packaging for its 3pc. Mealtime Set – one of the company’s most popular products globally.

Instead of the window-box package that many consumers recognize, Zak has developed an open box concept for the new packaging. This change allows the updated package to be 100% PVC free. While this is a significant step, it’s hardly the only one that Zak took to make the new package more environmentally friendly.

Zak also significantly cut back on the amount of cardboard used in the package – a change that could result in the reduction of more than 275,000 pounds of cardboard in the package alone. And because the new box is significantly smaller, the change also decreases the size of shipping cartons needed to get the product to retailers, which could result in a reduction of more than 146,000 cubic feet of cardboard that’s used in shipping containers. In addition to significantly reducing the amount of cardboard used, Zak also ensured that all of the new packages use environmentally friendly soy-based inks which break down naturally when the package is recycled.

“We’ve made a commitment to be environmentally responsible, and redesigning this packaging is just one more way we’re doing that,” said Irv Zakheim, President and CEO of Zak Designs. “Because of the wide distribution of this product, the environmental impacts that the new packaging will have are significant.”

The 3pc. Mealtime Set includes a plate, bowl and tumbler and is available in nearly every license in Zak’s extensive offering. These sets are sold to a wide range of retailers around the world from small independent stores to the largest big-box retailers. The new packaging will be available on retail shelves as current stock is replenished.

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*Headquartered in Spokane, Wash., Zak is the leading manufacturer of licensed children’s dinnerware. The global company is also a top producer of trend-focused everyday tableware and eating-on-the-go products. Whether it’s for children, or the whole family, Zak makes mealtime fun. More information is available at [www.zak.com](http://www.zak.com).*