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By: Filip Truta, Apple News Editor



A screenshot from the newly-posted advertisement Apple

## [Apple Posts Ad on the Greenness of its MacBooks](#)

*The 'unibody' family is "the greenest yet," Apple says*

When introducing the new line of MacBook computers, [Apple](#) was very keen to stress just how much it achieved with the new devices, both from a functional point of view, and from an [environmental](#) perspective.

Hence, the company has recently set up a [page](#) that talks about the new MacBook line, dubbed by Apple "the world's greenest family of notebooks." An [advertisement](#) accompanies the report that rigorously explains how Apple was able to stay true to standards imposed by organizations such as Greenpeace.

The cool thing about Apple is that it always manages to perfectly bond functionality with a superb design, while also staying green. In fact, some of the elements used in the construction of Apple's new notebooks practically "forced" the new Macs to look good.

Take aluminum for instance. Not only does it look ten times better than any plastic casing, but it's also highly recyclable - almost nothing is lost in the recycling process. However, in going for the all-metal case, Apple saw more than just one opportunity to improve its laptops, and developed a technology that would allow it to carve out the whole shell from a brick of aluminum, eliminating the need for dozens of additional parts.

And this is just the tip of the iceberg, as far as the company's efforts to stay green are concerned. Apple explains it best in a message on the respective web page.

"When we redesigned the new Macbook, our designers and engineers set a goal of making not only the greenest notebook Apple ever produced, but the greenest family of notebooks. So, every new Macbook has been built using materials that are highly recyclable and free of many harmful substances present in other computers. Apple engineers also designed the software and hardware to work together, in order to maximize energy efficiency and minimize the carbon footprint of the MacBook. Even the packaging was reconsidered and reduced, so there would be smaller boxes to ship and less material to recycle. The result is exactly what we hoped for: the greenest family of notebooks ever made."

Be sure to check out the new page for the full scoop on Apple's environmental strivings, but also to watch the new commercial.