

2 July 2008

By: Filip Truta, Apple News Editor



Original iPhone
packaging
CantBared

[iPhone 3G: All That and a Bag of Chips](#)

The new device will ship in an eco-friendly packaging made from starch

According to a recent statement coming from PaperFoam CEO, Hans Arentsen, Apple has ordered "millions of PaperFoam packages" for its new iPhone 3G. Committed to reducing its environmental impact, Apple has chosen paper tray (made of potato starch) packaging for the new device. TUAW points out to an open letter signed by Steve Jobs in May 2007 when Apple's CEO had decided to change one of the company's policies, namely disclosing plans for the future. While Apple can't keep everyone updated with every new technology it develops in its Cupertino labs, it can, and now does, inform the media and its shareholders about the steps it is taking to remove toxic chemicals from its new products. [May 2007, Steve Jobs](#): "Today is the first time we have openly discussed our plans to become a greener Apple," reads an excerpt from Jobs' open letter to customers, shareholders, employees and the rest of the industry. Apple's CEO added: "It will not be the last. We will be providing updates of our efforts and accomplishments at least annually, most likely around this time of the year. And we plan to bring other environmental issues to the table as well, such as the energy efficiency of the products in our industry. We are also beginning to explore the overall carbon "footprint" of our products, and may have some interesting data and issues to share later this year." But while Apple is (probably) busy issuing an official report on its environmental move, Dutch blog Bright is the first to [comment](#) on the new packaging used by the Mac maker for its new iPhone 3G, quoting PaperFoam CEO Hans Arentsen as saying that Apple ordered "millions of PaperFoam packages" for the new device. According to the makers, the paper tray has a carbon footprint a tenth the size of a plastic tray, being made from potato or tapioca starch. *PaperFoam consists entirely of natural, renewable materials with no compromise on functionality. With the PaperFoam solution, the possibilities range from office articles to consumer electronics and media packaging*, says PaperFoam. [PaperFoam](#) provides Apple, Motorola, Nobel BioCare, Universal Music, Sony BMG and others, with top quality and environmental-friendly solutions.