



12 RESPONSIBLE CONSUMPTION AND PRODUCTION



## BREMBO'S COMMITMENT

### REPLACEMENT OF MATERIAL AND STRUCTURAL OPTIMIZATION OF PACKAGING FOR SOME TOP-OF-THE-RANGE BRAKE DISCS (BSCCB, ITALY)

Motivated by commitment, enthusiasm and responsible thinking, the BSCCB team has created new packaging for two important customers which takes into account social and environmental factors as well as economic ones. Sustainability is a process that focuses on people who, with their own ideas and projects, can drive solutions for continuous improvement.



#### TARGET

- Reduce the environmental impact of the packaging used for some top-of-the-range brake discs.
- Optimize transport, costs and impact.



#### ACTIONS

- Analysis of the old packaging (materials, costs and capacity).
- Forming of partnership with two important car customers to examine a more sustainable solution.
- Replacement of polystyrene with approx. 75% recycled fiber cardboard.
- Optimization of internal structure of packaging so that different sized discs can be transported at the same time and transport reduced.
- Testing of packaging system and certification for the new supplier.



#### RESULTS

- Use of recycled cardboard (stops useful materials being wasted and reduces the consumption of raw materials).
- Optimization of the number of trips needed to transport products.
- Reduction in packaging (-30%) and transport (-33%) costs.