

## Minimalism in Product Packaging: Alternatives to Bubble Wrap

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**Abstract :** Packaging is one of the major contributors to global waste. While efforts are being made to switch to more sustainable types of packaging, such as switching from single use plastics to paper, not all polluting materials, have been rethought in terms of recycling. Minimalism in packaging design can help reduce the amount of waste produced greatly. While online companies have shifted to using cardboard boxes for packages, a large amount of waste is still generated from other materials affiliated with cardboard packaging, such as tape, bubble wrap, plastic wrap, among others. Minimalism also works by reducing extra packaging and increasing the reusability of the material. This paper looks at research related to minimalism in packaging design, minimalism, and sustainability. A survey was conducted in order to find out the different ways in which minimalism can be implemented in packaging design. Information gathered from the research and responses from the survey was used to ideate product design alternatives for sustainable substitutes for bubble wrap in packaging. This would help greatly reduce the amount of packaging waste and improve environmental quality.

**Keywords :** environment, minimalism, packaging, product design, sustainable

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