

Barbie packaging to get earth-friendly makeover

October 6 2011



US toy giant Mattel, maker of the world-famous Barbie doll, has decided to use more environmentally friendly materials in its packaging after months of criticism from Greenpeace.

US toy giant Mattel, maker of the world-famous Barbie doll, has decided to use more environmentally friendly materials in its packaging after months of criticism from Greenpeace.

The California-based company said Wednesday it hopes to source 70 percent of its [paper](#) packaging from recycled material or sustainable fiber by the end of the year, with the goal rising to 85 percent by the end of 2015.

"We are committed to advancing the use of sustainably sourced paper and [wood fiber](#) across our business, beginning with packaging," Mattel

vice president Lisa Marie Bongiovanni said in a statement.

[Greenpeace](#) welcomed the move, which it said came after a three-month campaign to persuade Mattel to stop sourcing paper from Asia Pulp and Paper (APP), which the environmentalist group accused of destroying rainforests.

"They'll no longer be wrapping their dolls and their toys in rainforest destruction... This is a huge win," said Rolf Skar, a spokesman for the group, adding that the move would help protect tiger habitats in Indonesia.

The Indonesia-based APP says on its website that it is "committed to sustainable and socially responsible development."

The Greenpeace campaign had featured a Barbie and Ken doll "break-up" on the popular micro-blogging website [Twitter](#) after the posting of a picture of Barbie destroying trees with a chainsaw.

(c) 2011 AFP

Citation: Barbie packaging to get earth-friendly makeover (2011, October 6) retrieved 27 April 2024 from <https://phys.org/news/2011-10-barbie-packaging-earth-friendly-makeover.html>

<p>This document is subject to copyright. Apart from any fair dealing for the purpose of private study or research, no part may be reproduced without the written permission. The content is provided for information purposes only.</p>
