



CUSTOMER SUCCESS

SONY PLAYSTATION:

AGILAIRE INTEGRATES SUSTAINABLE "GREEN CELLFOAM" AND CREATES A PACKAGING PRECEDENT.

THE SITUATION

The first U.S. product launch for Sony's Final Fantasy XI included a number of obstacles: Not only did they have a tight delivery schedule but limited in-house print resources and expertise. And, because of Sony's market position, they wanted to set a precedent by using environmentally-sound (green) product packaging that would provide the necessary security for the sensitive hard drives it would be protecting.

THE SOLUTION

Agilaire customized a dedicated facility specifically for Sony and delivered 300,000 units on-time and on-budget. More importantly, the successful project included the use of 100% biodegradable Green Cell foam (a patented process that has never been used in the hard drive industry).

Agilaire worked with Sony to deliver on time and on budget for the product launch and utilized the Green cell foam shown at right, made from corn starch.

