

Packaging and Green Can Work Together: Keith Donaldson, Intercept Technology Group Executive Director, Presents "How Carbon Footprints, Green Initiatives, and Reliability Work Together"

The Boston IEEE Reliability group hosted global industrial trailblazer, Keith Donaldson (Executive Director of the Intercept Technology™ Group), who presented “How carbon footprints, green initiatives, and reliability work together, or against each other.” According to Donaldson, “the correct packaging selection can allow companies to save money by becoming environmentally friendly.” In other words, packaging and “green” can work together.

Braintree, MA (Vocus) July 1, 2010

The Boston IEEE Reliability group hosted global industrial trailblazer, Keith Donaldson (Executive Director of the *Intercept Technology™ Group*) who presented “How carbon footprints, green initiatives, and reliability work together, or against each other.”

Advocated for this presentation by Massachusetts-based Liberty Packaging Co., Donaldson’s product reliability expertise comes from working closely with Bell Laboratories, Alcatel-Lucent. His business experience with reliability identification and solution sharing to numerous companies on every populated continent on this planet reinforces his insight.

Donaldson’s emphasis is to look at the core to reliability problems. “The overall pollution level in the world is increasing; unfortunately this comes at the same time that the selection of metal(s) and/or coatings and other



Keith Donaldson, Executive Director of Intercept Technology Group

“How carbon footprints, green initiatives, and reliability work together, or against each other.”

www.libertypackaging.com

22 Raleigh Road
Braintree, MA 02184

781.849.3355
800.776.5756 toll free
781.848.6760 facsimile



FOR IMMEDIATE RELEASE

treatments is being monitored, restricted, or banned. Clever companies involved in worldwide business understand the judicious choice of packaging; packaging can have a dramatic affect on not only the product it is to protect, but also to provide a means of improving overall operating costs by increasing reliability and reducing overall carbon footprint.” Therefore, according to Donaldson, “the correct packaging selection can allow companies to save money by becoming environmentally friendly.”

Compared to the track of international companies, Chicago based Donaldson is concerned with many American manufacturers’ packaging approach. Donaldson started his presentation by retelling the historical Battle of Agincourt. Henry V’s army, though outmanned by more than four soldiers to one, won the battle by using strategy and shrewdness reinforced by a new weapon; the long bow. Said Donaldson: “It is time to challenge American companies. We should utilize all tools such as *smart packaging* and embrace a total cost approach that would allow this packaging to help American companies increase equipment reliability, increase sustainability, and lower their carbon footprint.”

For more information about Liberty Packaging Co. Inc. and Intercept Technology, please call 781-849-3355, or e-mail: info@libertypackaging.com

####

www.libertypackaging.com

22 Raleigh Road
Braintree, MA 02184

781.849.3355
800.776.5756 toll free
781.848.6760 facsimile

