



Submitted by: **Keegan Smith**, *Sustainability Intern*

Company/Organization:   **BOTTLING COMPANY
OF NORTHERN
NEW ENGLAND**

Challenge or Opportunity:

The life cycle of the oak wooden pallets we used to transport products was about three uses. After three uses they were so beat that they either had to be repaired or destroyed, which was costly.

Approach or Solution:

In 1996, CCNNE switched a majority of their wooden pallets to plastic.

Impact:

Within those 18 years, the pallets have saved approximately 300,000 oak trees, only having to be replaced once because they were redesigned. When the plastic pallets have to be redesigned or replaced due to damage, they are recycled back into new pallets. If it weren't for the redesign, most of the pallets purchased back in '96 would still be in use today.

