Adobe & Packaging—An Environmental Case Study of the Creative Suite Family

Responding to changing demands in the retail space

Retailers must approve certain aspects of our packaging, including box dimensions, before products are placed onto store shelves. CS3 packaging featured a more compact fit for the booklets and DVD cases, reducing the packaging-to-product ratio of our software. A highly recyclable paper stock and clear plastic DVD case alternatives further reduced the product’s carbon impact.

One step forward, two steps backward

The CSS packaging eliminated plastic DVD cases for the first time, replacing it with paper cases and sleeves that led to significant reductions in box weight. However, due to customer feedback about the product’s value perception, CSS was designed as a larger box construction composed of virgin paper stock.

“Adobe strives to deliver software in the most efficient format, moving from CDs to the larger capacity single layer DVDs, and finally, dual layer DVDs. With advances in DVD storage, users benefit from fully integrated creative products and multiple languages on fewer discs for a streamlined installation experience.”

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Creative Suite 3 (2007)

Dimensions 5.5" x 3.5" x 8.0"

Weight 2 lb 10 oz

# of discs 8

Shrinkwrap Yes

Booklets/Manuals Yes

DVD cases Clear Plastic

Recycled paper stock Yes

Creative Suite 4 (2008)

A commitment to environmental sustainability

CS4 highlighted Adobe’s commitment to environmental sustainability. The outside packaging was specifically designed to minimize environmental impact, combining recycled board stock and a die-cut production method with folding inserts to reduce glue use. To minimize use of materials, the packaging is smaller in size and manuals are no longer included but are available online.

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Creative Suite 5 (2011)

Dimensions 7.0" x 7.75" x 1.6"

Weight 9 oz

# of discs 3

Shrinkwrap Yes

Booklets/Manuals None

DVD cases Paper

Recycled paper stock No

Creative Suite 6 (2012)

Plastic-free packaging

Adobe eliminated plastic shrinkwrap for the first time from CS6 product packaging. CS6 is a 100% carbide recyclable, entirely paper construction, using 50% less paper than its CS5 predecessor and weighing only 4 ounces.

Creative Suite 7 (2013)

Dimensions 7.0" x 7.75" x 1.6"

Weight 9 oz

# of discs 3

Shrinkwrap Yes

Booklets/Manuals None

DVD cases Paper

Recycled paper stock No

Creative Suite 8 (2017)

Dimensions 7.0" x 7.75" x 1.6"

Weight 9 oz

# of discs 3

Shrinkwrap Yes

Booklets/Manuals None

DVD cases Paper

Recycled paper stock No

Creative Cloud

Introducing the Adobe Creative Cloud

Adobe Creative Cloud is the digital hub that lets you download and install every Adobe Creative Suite 6 application: access online services for file sharing, collaboration, and publishing; and benefit from new apps and features as soon as they’re released—giving you the freedom to create anything you can imagine. Looking forward, Adobe is moving towards a truly digital experience.